

GLOBAL INDUSTRIAL TRUCK MANUFACTURER

Company Facts

- 🌐 Worldwide market share leader in industry for 20+ years
- 💰 \$5B + in revenue
- ⭐ Award winning manufacturer

CHALLENGES

#1 LONG-STANDING PARENT COMPANY (80+ Years)

- Loss of core values and culture as leadership changed over the decades
- Lack of company culture and passion in new employees
- #1 Spot in Industry encouraged complacency
- Poor Leadership & Strategic Planning

#2 TOXICITY BETWEEN MANUFACTURING AND THE REST OF OPERATIONS

- 30% of the total workforce was located in a different state from manufacturing
- Work became siloed throughout the organization due to geographical and departmental separation
- Company decided to relocate remaining organization to the same state as manufacturing in order to unify the campus

#3 RIPPLE EFFECTS OF PROBLEM #2:

- Over 50% of the operations team did not wish to relocate to the unified campus
- This resulted in having to replace almost 20% of the total workforce
- Huge threat to culture, performance, and sustainability of success

SERVICES OFFERED

- Strategy and Execution Guidance
- Integration Strategy
- Talent Development Strategy
- Executive Team Development
- Leadership Training
- Leadership Coaching
- Strategic Hiring, Selection & Onboarding Process Implementation

OUR APPROACH

PWI helped Senior Leadership Rebuild Core Culture & Re-position as #1

STEP 1: REDEFINE

Worked with Senior Leadership to define the:

- Problem statements
- Culture desired
- Direction
- Structure & talent needed
- Plan of Execution

STEP 2: REBUILD

Worked with CEO to rebuild leadership team to create:

- Collaboration
- Trust
- Structure
- Flow

STEP 3: RESULTS

By redefining and restructuring we accomplished:

- Widened market share lead as #1 in industry
- Years of record revenue growth and profitability
- Cohesive executive team Recommitment to beliefs & culture foundation

Companies where our practice has made a difference

