

STRATEGIC ASSIGNMENT CASE STUDY

Strategic Assignment for a family-owned performance auto parts company.



PARTICIPANT CHALLENGES

The executive leaders of the organization came to The CPC Team with the following concerns:

- Revenue stagnation
- Production inefficiencies
- Family infighting
- Ambiguous brand image
- A competitive marketplace
- No formal succession plan

ACTIONS TAKEN BY CPC

The CPC Team was engaged in a six month strategic assignment with two distinct tracts: 1. Family alignment & leadership development, and 2. A strategic business assessment and transformation.

AFTER WORKING WITH CPC

CPC introduced an EOS-aligned operating framework to enhance accountability, and help streamline production flow and reduce delivery timelines. In addition a go-to-market strategy was crafted, including aligning strategic distributors and securing a pro-race team sponsorship.

To improve culture, a defined succession roadmap was created reducing family tension, and executive coaching was used to transition leadership styles from reactive to disciplined, collaborative, and innovative.

Result: Family dynamics, leadership and culture improved, while operations saw a stronger brand image, a 26% growth in revenue and improving gross margins by 11%.