

safe in our knowledge



CLIENT: MD CONSTRUCTION – a quality construction company that offers a complete building service for construction projects up to £3m.

CHALLENGE: To ensure that all existing and new staff understood and implemented its objectives and strategies in this fast growing company so that directors could spend less time on operational issues and low-level decision-making.

TIMESCALE: November 1996 to June 2007

FEE BASIS: Signature Network Business Aid Programme 2006 prize winner.

OBJECTIVES:

1. One simple easily communicated business plan
2. Everyone understands the plan and uses it to make consistent decisions
3. All staff understand how and where they can contribute to the success of the business
4. Senior management are able to make the most effective use of their time.

APPROACH: We worked with the directors and senior staff to discuss and agree the direction that they wanted to take the business using Signature Network's structured methodology. When we had captured all of the information we went away, produced the one-page plan, and presented it back to the MD team. With some minor tweaks, it was agreed. During the process, we also helped the directors gain greater understanding of people and how to get the best out of them. Finally, we supplied several marketing ideas to support the implementation of the business plan. Many of these ideas were adopted including a highly successful open day, pricing and positioning the business, managing the order pipeline and how to be even more customer-focused.

RESULTS: The simple one-page plan was used to brief all staff prior to the company's first customer open day. As a result, clients and prospects heard one consistent set of messages from all MD Construction staff and they had a very successful event. There is also less time spent in meetings, the quality of decisions has improved and members of the team are making better decisions. The one-page plan has been framed and placed on the wall in a prominent place so that all staff, suppliers and customers can see it. A very positive response has been received which has enhanced the reputation of MD Construction.