

**ROOFING
CONTRACTOR**

**BEST OF SUCCESSES
20
YEARS**





**ROOFING
CONTRACTOR**

BOOSTING PROFITABILITY THROUGH INTERNAL DEVELOPMENT

Chuck Chapman

President

Tecta America Arizona

Kris Hitesman

President

Capitol Roofing Service





Boosting Profitability Through Internal Development



HOW DID WE KNOW WE HAD A PROBLEM?

- Company was stagnant
- Little to no growth
- Margins below average
- Overwhelmed and overworked
- Frustrated
- Stressed
- Constant internal conflict





WHAT DID WE DECIDE TO DO?

- Get help
- Identify the core of the issues
- Ask the hard questions
- Articulate our vision, challenges & goals





HOW DID WE DO IT?

- Looked in the mirror
- Accepted that what we were doing wasn't working
- Realized that our communication was terrible and creating inefficiencies
- Became intentional in my leadership style

HIRED A COACH !!!





WHAT DID THEY DO?

Asked the hard and necessary questions to help:

- Discover what was broken
- Find what was holding us back
- Identify how the team communicated

OR NOT!

- Make hard choices about team members
- Get us to work together





HOW?

- Surveyed and assessed each team member
- Facilitated joint workshops
- Made some hard changes
- Learned how to communicate more effectively
- Gained clarity of our business and its direction
- Clarified a common goal
- Established accountability measures





RESULTS

- Improved morale
- Unified goal to measure against
- Increased revenue
- Higher margins
- Team engagement
- Joint accountability
- **AWESOME COMMUNICATION**





FUTURE AND ON-GOING PLANS

- Continue working with coach
- Develop leaders
- Continue to improve performance
- Refine our NEW culture

**ROOFING
CONTRACTOR**



**ROOFING
CONTRACTOR**

**BEST OF SUCCESSES
20
YEARS**

