



case
study

A Company Diversifies its Strategy

Situation

Organization is an oil and gas service company specializing in instrumentation. The owner, is planning to diversify the service offering. A recent effort to offer a different level of service failed and the company lost money on the project. Staff were left feeling discouraged and nervous about taking on this type of work in the future. The owner is concerned that the company is much too reactive and that they take on work that comes through the door without any thought as to whether it is a good fit for their business. Although the company is busy, the quality of work has suffered and staff are starting to complain that the element of “fun” previously associated with coming to work is fading as stress levels are escalating. The owner recently heard staff in the lunch room commenting that there appeared to be no vision as to how the company will grow and compete in the market. The owner is concerned that if he doesn’t figure out the strategy and share it with his employees he will lose them to the competition.

Salopek & Associates Value-Added Solution

The owner picks up the phone and calls HR Specialist On-Call. Within an hour he is speaking with a Strategy Specialist who has offered to come to his office the next day to discuss holding a half day workshop to begin the process of mapping out the business plan.

Result

Salopek & Associates assisted the company in developing a more diversified business plan and worked with management as they communicated it to staff. Staff understand the new direction and are focused on achieving results that will grow the business.