

#5 –LARGE LANDSCAPE/CONSTRUCTION

LARGE LANDSCAPE FIRM DRIVES PROFITS WITH CULTURE

-250 Employees Change Their Attitude, Culture & Revenue!!

Re-Building Culture from the Ground Up

-How 250 Construction Employees Transformed Overnight

A rapidly growing, six-location landscape construction company in the U.S., employing over 250 people, had one critical insight: its future success depended on the motivation and mindset of its people.

But with no formal cultural foundation in place, that success was at risk. Turnover was high, engagement was low, and despite a booming market, the company struggled to keep quality workers or ensure project consistency.

This is the story of how they turned it all around — fast.

The Problem: Growing Fast, Losing Focus

Ideafirm immediately began its **ProScan employee surveys (Productivity Scan)** to gauge employee attitude, knowledge, and productivity. We realized, while the company was scaling in size and revenue, it lacked the organizational infrastructure and leadership development necessary to maintain alignment, engagement, and quality across teams. Key issues began to emerge:

Key Pain Points Identified:

- No clearly defined **core values** or **mission statement** to unite teams across locations.
- Lack of a formal **hiring and onboarding process**, leaving new hires unclear on expectations and culture.
- Many employees felt **undervalued** — "just another number."
- **Employee call-off rates** were at an unsustainable 20%.
- A highly **competitive labor market** made it difficult to attract or retain good workers.
- Some crew members were **cutting corners**, leading to reduced customer satisfaction and lost profitability.
- Employees frequently left for **just \$0.50 more per hour** at competitors.

- **Supervisors lacked leadership skills** and were unprepared to engage or motivate their teams.
 - **Top executives** lacked the tools to build unified culture and connection company-wide.
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The Strategy: A System for Ownership, Accountability, and Inspiration

Using the **CEO Business Roadmap™** and structured leadership development system, the company implemented an integrated transformation strategy focused on three core pillars: **ownership, communication, and culture.**

Solutions Implemented:

1. Core Values and Mission Activation

- Executives, managers, and supervisors were invited to a leadership breakfast at a hotel to collaboratively define the **company's core values and mission.**
- This session created buy-in from all levels of leadership and aligned the organization under a shared purpose.

2. Monthly Huddle Meetings

- Regular **morning breakfast huddles** were introduced at each location.
- Meetings included **recognition awards**, employee goal sharing, and **feedback sessions** where employees gave advice to management — fostering bottom-up communication.

3. Talent Attraction Reinvented

- “We’re Hiring” signs were placed on **over 70 company vehicles**, turning their fleet into mobile recruitment tools.
- **Personality and behavioral assessments** were introduced to ensure new hires were a match for both the job and company culture.

4. Structured Onboarding Process

- A same-day **onboarding and training system** was developed, including branded gear, safety and equipment training, and clear expectations.
- Every new hire received a **welcome gift**, creating a sense of belonging from day one.

5. Leadership Development at All Levels

- All managers and supervisors were enrolled in the **IdeaFirm's 10 Laws of Leadership Academy** and participated in weekly **results coaching** sessions.

- Training focused on **coaching conversations**, setting expectations, and how to **recognize and celebrate employee success**.
- Executives received guidance on how to **inspire through open-ended conversations**, build trust, and promote ownership at every level.

6. Cultural Accountability

- Managers were trained on how to **professionally exit** employees unwilling to embrace the company's cultural transformation.
- This created space for high performers and reduced toxic behaviors.






7. Rewards, Incentives & Retention Tools

- A **company rewards credit card** was issued, offering discounts at grocery stores, retail chains, and sporting goods stores for all employees meeting performance standards.
- A **biannual bonus plan** was introduced based on both individual department and company-wide performance.

The Results: Measurable Transformation

The turnaround was swift, and the cultural shift was unmistakable. Within months, the impact across the business was significant and sustained:

Key Outcomes Achieved:

-  **Revenue Growth:** Year-over-year revenue stabilized and rose by **13%**
-  **Profitability:** Company profit margins increased by **12%**
-  **Employee Retention:** Turnover dropped from 25% to **under 5%**
-  **Employee Satisfaction:** Over **93%** of employees report high job satisfaction
-  **Leadership Efficiency:** Managers began **ending their days 2–3 hours earlier**, now working 9–10 hour days instead of 11–12, thanks to increased delegation and team accountability.

Conclusion: Culture Scales Profit

This case proves that a blue-collar workforce doesn't need to be "managed" — it needs to be **inspired, developed, and empowered**.

By clearly defining core values, improving communication, investing in leadership, and building a system of recognition and accountability, this construction company redefined what's possible in the trades.

From call-offs and corner-cutting to high morale and rising profits, the message is clear: when people take pride in their work, the business takes care of itself.

Key Takeaways for Industry Leaders

- **People-first systems** are not a luxury — they are essential to scaling sustainably.
- **Culture starts at the top** but is lived on the frontlines. Equip your leaders.
- **Turnover is not about pay — it's about purpose, belonging, and recognition.**
- **Consistent communication**, not one-time events, is what drives engagement.
- The **cost of inaction** is far greater than the investment in your people.

(CLICK) Schedule your Discovery call right now!