

Designing and implementing a strategy for continued growth

Getting to the next level of strategic management in the traditional steel construction sector

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RevelX has helped to define our business strategy for continued growth, and has engaged the whole management team in the design and implementation of this strategy. This was done in a an inspiring and structured manner that our company had not experienced before.

- Bob Soetekouw
CEO GB Steel

About the client

GB Steel Group is a Dutch Manufacturer of Steel constructions deployed in the Road and Rail Infrastructure, Building Construction, Industry, Energy, Environmental and Logistics sectors. The family-owned company consists of 5 operating companies, of which some were built by the company founder himself and some were acquired in later stages. With a total of more than 300 employees the company realized an annual sales of around € 70 million.

RevelX started with a condensed data analysis to provide the management team with companywide insights into market trends and company performance. Together with interviews with all MT members this led to a shared SWOT analysis. As next steps several MT workshops were held to design the company's North Star, the overall company strategy and implementation plans for all resulting strategic initiatives. Also, a program management structure was set up to secure adequate execution.

The Challenge

In recent years the company had realized steady growth but also became somewhat dependent on only one of their key product market combinations. Although the operating companies had always achieved their successes in a very autonomous modus operandi, the board of directors realized that an integrated approach could be more successful than the sum of its individual parts. The management team however had limited experience in designing and implementing an integrated companywide strategy.

Results

GB steel has been able to achieve an acceleration in their growth due to the new strategy and execution of their new strategic projects. Thanks to the RevelX Growth Strategy Methodology, the entire management team has become more involved and competent in strategic thinking and acting. This result ensures that the management team is capable to further develop their new growth strategy in the future based on new developments.

The Solution

Based on RevelX' proven Rapid Growth Strategy methodology, RevelX has supported the board of directors with designing and sharpening their strategy and defined new growth engines, measurable targets, and pragmatic action plans.

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