



Situation:

The founder, owner and leader of this first-generation business was nearing retirement and wrestling with family and leadership succession challenges. He continued to play a vital role in leading the business through decades of impressive growth. But the plan to fill the impending leadership vacuum his departure would create was unclear, and the family was divided regarding next steps.

Strategic Actions:

- Performed deep-dive analysis and assessment of challenges and opportunities.
- Worked with Founder and leadership team to lead development of a family vision statement, purpose statement, core values, and a 3-Year strategic growth plan.
- Elevated teamwork among leaders, and collaboration and initiative across silos.
- Coached aspiring family leaders and introduced some to leadership development resources.
- Helped CEO and key leaders improve talent management and development capabilities.
- Assisted in the on-boarding of new leaders.
- Introduced marketing leaders to new digital marketing strategies and tactics.
- Coached sales leaders to accelerate business building initiatives and usage of CRM tools.

Results:

- Exceeded sales and profit goals.
- The founder successfully sold the company to Kubota for an attractive price, and he happily shared a significant portion of the proceeds with his community and employees.

"Jude quickly assessed and helped us articulate our core culture and strengths. Just as importantly he guided us to identify and articulate weaknesses in our organization and gave us the tools to address these. He brought a market driven focus to our historically engineering and manufacturing driven strategies. His focus on developing leaders and collaboration across all functions of the company has resulted in a lasting improvement in our ability to manage complexity in a focused and strategic manner."

- **Linda Salem**, CEO at Great Plains Manufacturing