



Situation:

Midtronics commands a +90% market share in their core market of battery management, but they worried that technological changes in the automotive industry might disrupt their business model and threaten their longer-term success. The founder and his team wanted help planning for an uncertain future.

Strategic Actions:

- Performed a deep-dive assessment of the company's challenges, opportunities, talent and capabilities in preparation for strategic planning work sessions.
- Assisted the owner and CEO in the assessment of talent and the development of leadership succession plans that led to a stronger leadership team.
- Led the leadership team and key difference-makers in the development of the company's purpose, customer promise, reasons to believe, and core values as the foundation for strategic planning.
- Helped leadership articulate their vision for future success and build a strategic plan to deliver it.
- Helped restructure the organization based on the plan, and established a cross-functional expansive innovation team challenged with leveraging Midtronics' significant technological strengths into new and adjacent markets.
- Aided in the communication and the accountable execution of the plan.
- Introduced the company to strategic partners who made significant contributions to the successful implementation of the plan.
- Coached and developed the leadership team and several key difference-makers in the deployment and execution of the plan for several years.

Results:

- Midtronics transformed its company by leveraging its dominant strength in the lead-acid batter testing market into the EV space.
- EV battery management sales now eclipse sales in the lead-acid battery market.
- The company is on pace to achieve record sales and profits this year.
- The owner is confidently transitioning some of his leadership role to his leadership team.

"Jude is leading a strategic planning process for us that has our executive team totally engaged, working together over an extended period to develop a compelling envisioned future. In the process, we have assessed our purpose and values, recognizing our strengths and weaknesses as we are creating the objectives, goals, strategies and metrics that will guide us through the exciting world we have ahead of us, meeting the challenges of technology advancement in the industries we serve. Jude is an inspirational and motivational coach and respected mentor for our leadership team. He is helping us align our company's strategic vision and core values with those of our key customers and industry partners. His facilitation and leadership have helped encourage our team to move forward with greater confidence in our ability to achieve the growth to which we aspire."

- **Steve McShane**, Founder, Owner & CEO at Midtronics