

# Case Study



A North Yorkshire company providing equipment and services to the oil and gas industry, moved to a new purpose built factory in May 2006. In parallel it installed new equipment and put in place a new management structure and processes to handle the substantial increase in demand it was experiencing. Ironically, although these changes were expected to see a radical improvement in the bottom line, the changes were followed by a downturn in performance and a very worrying dip in profits.

**ChangeMasters** were invited in to help the senior management team understand what was happening and to assist in turning the situation around. This started by working intensively with their MD and Management team to help them understand how their Management, Leadership and communication style, during this period of change, was actually causing the trading problems.

- By the end of the 1st month we had helped the MD to understand that in the changing situation he and his team had to modify their leadership mindset, style and behaviours. This resulted in key decisions being made including a restructure of the management team and a major change in its focus.
- By the 2nd month we had helped individuals in the management team understand their behavioural patterns and develop a new way of working together and Managing/Leading the Company.
- By the 3rd month (January '07) the Company broke back into healthy profits and they have been growing strongly ever since.

**The MD commented that: "In Yorkshire we have the saying there is 'Nowt as queer as folk' and this is no more true than in the management of change. ChangeMasters helped us to understand the behavioural patterns in the Company and to see what we were doing wrong and guided us to put it right."**