

Added ASSURANCE

The leadership at Technical Assurance, a nationally recognized building enclosure consulting firm, thought their company's culture was good enough. It wasn't until CultureShoc arrived that they realized how much more their culture – and their company – could become.



“The biggest benefit we’ve received from CultureShoc and EOS is that we’re galvanized now. We work together and move ahead as a single company, focused on the mission of serving our clients.”

– Will Roess, President, Technical Assurance

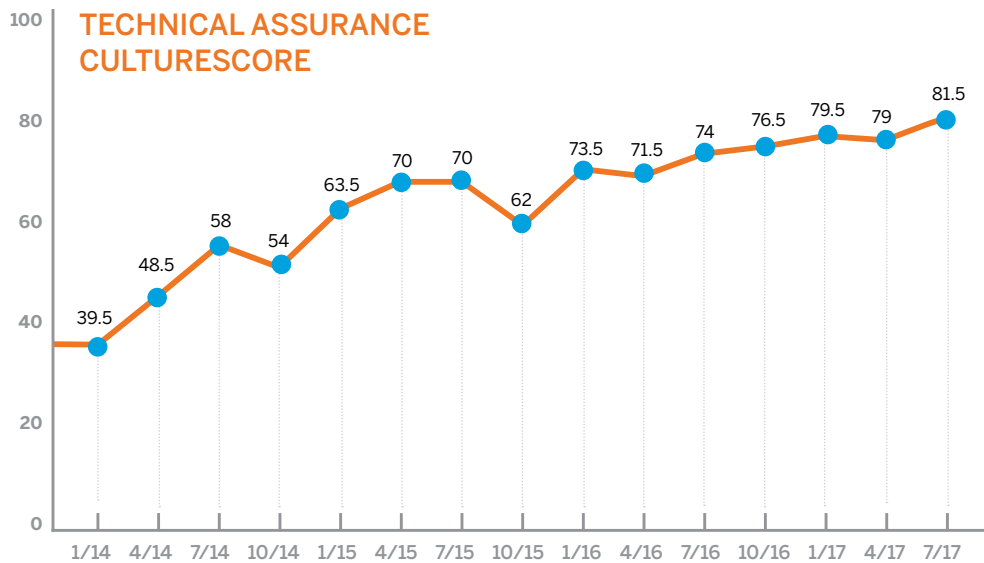
Before 2013, Technical Assurance acted like most other companies. Employees did good work, nobody really complained, and management assumed it was smooth sailing. Their company culture seemed good enough.

When Will Roess arrived as president in late 2013, he was tasked with adding momentum to the company's growth efforts. He began by implementing a time-tested business growth plan — managing by objectives, or MBOs.

“It's giving objectives for all of our people to meet, and having them develop their own objectives in turn,” Roess says.

As a veteran business executive, Roess understood that a company's culture had to be successful for the business to succeed long term. But as long as team members were meeting their objectives and the company was growing, Roess assumed the culture would follow suit. It wasn't until Roess met CultureShoc founder and CEO Ron Kaminski that his outlook began to change.

“[Technical Assurance founder] Ed Taylor introduced me to Ron, and I started talking to him about my growth initiatives,” Roess says. “He introduced me to their Entrepreneurial Operating System, or EOS, a comprehensive



TECHNICAL ASSURANCE REVENUE GROWTH

2013	\$ 3,190,792.14
2014	\$ 3,186,037.44
2015	\$ 13,461,601.74
2016	\$ 38,358,323.45

program that encompasses the entirety of how a company is run, soup to nuts. It's grounded in tactical and practical approaches to management, instead of theory and strategy."

EOS® provided Technical Assurance with the knowledge, confidence and passion to face change and growth within the organization to improve their company and their company's culture.

NEW PERSPECTIVE

Kaminski immediately suggested that their company take the Competitive CultureScore. CultureShoc would survey every member of the Technical Assurance team, compile answers and use the data to assign a 0-to-100 grade to the culture.

"Google, for instance, is widely regarded as having a very healthy culture," Roess says. "Using CultureShoc's criteria, they grade in the low 80s. If low 80s is a top-end benchmark, they asked where I thought our culture was."

Roess thought his company's culture was healthy. Maybe not outstanding, like Google's, but reasonably strong. He guessed Technical Assurance would grade in the high 60s or low 70s.

But the result wasn't even close.

"We scored a 39," Roess says. "I was stunned. But Ron told me a score like that is not unusual for a company that hadn't really been paying attention to its culture."

GAME PLAN

Roess and his leadership team worked with CultureShoc to implement EOS® to strengthen their business. They began CutltureShoc's Compete on Culture program that allows a team in transition — such as their change in leadership and fast company growth — to create clarity, build unity and increase employee engagement. This helps to overcome confusion or fear, thus creating a more stable, healthy workforce with better operating results. In turn, it creates

a culture that has a lower volume of turnover, better productivity and higher customer satisfaction.

"EOS became a part of everything we do," Roess says. "We built a higher level of trust within the leadership group. We implemented an accountability chart, so everyone knows who is accountable for what functions."

Each quarter, CultureShoc reassessed the company's culture using the Competitive CultureScore tool, and each quarter, it demonstrated improvement.

"As of our April 2017 assessment, we scored an 81," Roess says. "We made a steady climb, and now our culture is extremely healthy."

THE RESULTS

In addition to creating happy, engaged employees, the process also allowed leadership to create the solid base of communication and accountability that is critical when dealing with a major organizational change. As a



result of its work with CultureShoc, Technical Assurance is now positioned and prepared to deal with additional changes and the company's continuing growth.

Today, CultureShoc remains an integral part of the leadership structure at Technical Assurance.

The Technical Assurance team is now keenly aware of its culture and how it plays into the success of the company.

"The biggest benefit we've received from CultureShoc and EOS is that we're galvanized now. We work together and move ahead as a single company, focused on the mission of serving our clients."

And as the company continues to grow, it — and its culture — are poised for continued success. •

● **THE PROBLEM:** Technical Assurance President Will Roess believed his culture was reasonably strong — team members were meeting their objectives and the company was growing and making money. But an initial assessment by CultureShoc scored the culture at 39 — out of 100 — not the upper 60s/lower 70s Roess had anticipated.

● **THE SOLUTION:** Roess worked with CultureShoc to implement its Compete on Culture program and Entrepreneurial Operating System®, a comprehensive program that encompasses the entirety of how a company is run. The program is grounded in tactical and practical approaches to management, instead of theory and strategy.

● **THE RESULT:** Each quarter, the team took the Competitive CultureScore to reassess the culture, and the company's score continued to climb. The program helped create employees who were happier and more engaged, and leadership created a solid base of communication and accountability. The improvement in culture also helped lower turnover, improve customer satisfaction and employee accountability, and improve operating results. Today, Technical Assurance's culture rates an 81, considered a top-notch benchmark and on par with companies such as Google, and the company is strongly positioned to deal with ongoing growth.