

POWERFULL ELECTRIC

A Case Study

This Case Study was conducted by Sharon Bailly of TWP Marketing & Technical Communications. Visit kshift.com to learn how you can benefit from The KSHIFT Advantage.

KSHIFT

Productivity Doubled Turnover Fell to Almost Zero

Powerfull Electric has expanded from a single truck, “mom-and-pop” operation to an award-winning company with 125 employees and high end, elite clients. The husband and wife owners of Powerfull Electric, Ofer Abutbul, President, and Revi Illouz, CFO, clearly know how to build a successful company. What bothered them was the thought that the company might have reached a plateau, without the right organization and people to drive it forward.

“We wanted someone to help us build our management team, facilitate executive leadership meetings, shift into the right culture, and figure out our vision and core values,” says Abutbul. “We wanted to reach our next level.

We know how to serve our clients and get the job done at Powerfull Electric, but we needed someone to shed a light on the layers underneath that no one outside can see. What is it that we can’t see and what are we going to do about it?”

Sustainable Results

In the course of a year, KSHIFT guided Abutbul, Illouz and their employees to:

- Shift their mindset from family-owned entrepreneurs to corporate leaders
- Create a vision and core values
- Create a strong management team
- Identify objective metrics for the business.

The results were immediate: productivity doubled, turnover fell to almost zero and the owners embraced a data-driven approach to growth that allowed them to prepare for even greater success in the future.

Choosing KSHIFT: A Trusted Advisor



Having first decided that their continued growth depended on finding an outside perspective, Abutbul and Illouz spoke to several consultants. They quickly decided on Kathleen O’Sullivan and KSHIFT. Abutbul explains, “We want to grow in a way that maintains quality and takes care of our clients. I felt Kathleen understood that and could help us do that. When I first met Kathleen, I believed in her. This is important for me and my business. When you talk to your clients and your people, they should believe in you.”

O’Sullivan says, “I make it clear to clients that I am a trusted advisor—an outside source that you can share things with — and a consultant. I take a coaching approach but because of my extensive background in corporate, government, nonprofit and educational institutions, I can share expertise and knowledge far beyond coaching.”

“Sometimes you work with people,” says Abutbul, “and business is just business. But Kathleen cares.”

Illouz agrees. “We had a different agenda in the beginning and our ideas changed as we worked together. Kathleen would always set us in the right direction and help us see the most important point. She put us on the right path for where we wanted to go. She knew the balance between being involved in the business and letting us make the final decisions.”

The SUP²ER™ Problem: Practical Solutions

Within a year, KSHIFT gave Powerfull Electric's successful, entrepreneurial owners the tools and information to embrace their roles as C-level executives. The first step in that process was to define the organization's SUP²ER™ Problem: Specific, Urgent, Persistent and Pervasive, Expensive and Recognizable. "You focus on the SUP²ER™ Problem," says O'Sullivan, "because otherwise there is no sense of urgency."

At Powerfull Electric, the lack of consistency and alignment around the company's vision and core values was quickly identified as the SUP²ER™ Problem.

KSHIFT worked with the owners to create the new vision statement incorporating the core values of quality, integrity and teamwork. She showed them how to enhance their communication style and employee relations around those values to create the productive, effective and happy culture they wanted.

Once the vision and core values were in place, the company needed a management team to support and champion them. Powerfull Electric's growth created the opportunity to promote from within. But, Abutbul says, "We had to learn that not every great technician is a great manager." KSHIFT helped identify the right person for the right position, including a new Human Resources manager, and also provided management training and development.

As Abutbul puts it, "We give concierge service to our clients; we had to give concierge service to each other."

Next, KSHIFT concentrated on developing the metrics to measure progress going forward. "When decisions are data driven," O'Sullivan explains, "business development is strategic rather than chaotic. The management team can be aligned with the core values and everyone cooperates to fulfill the company's vision."

With the new leadership style, a committed management team and the tools to measure progress, turnover dropped drastically, productivity soared and the owners felt secure in their roles and in the path forward.

Illouz says, "Ofer and I had different visions for the company. Now we have one vision. We learned a lot about accountability and communication and how to move from a mom-and-pop business to a strategically managed organization."

The Results: A Secure Future

"If you are 100% committed to your business and the process, [KSHIFT] will make a huge difference. You will cash out at ten times more than you invest." Ofer Abutbul

From one-on-one coaching to facilitated leadership meetings to techniques for qualifying prospective projects, KSHIFT affected almost every part of Powerfull Electric to prepare the company, its owners and its staff for continued growth.

"In the beginning," says Illouz, "some of our problems were not even clear to us. Kathleen helped us see our company in a different way. We have clarity now on how we want to run our business. Working with KSHIFT is a great experience. It's a process and every business owner will be ready for it at a different time. We still need her. We are resolving problems and we want to make sure we are following through and that we keep on track. Kathleen is always on top of things."

In fact, says Abutbul, the work with KSHIFT was "life changing. When we sat down and reviewed what we had accomplished in a year, I was impressed by how many problems we had addressed. Kathleen is a great resource and she cares about the business."

¹ SUP²ER™ Problem is a trademark of Angelique Rewers Worldwide