



## CASE STUDY: DRIVING COMPANY VALUE

### SITUATION

A commercial baking business.

The company was focused on achieving significant growth in volume and number of customers.

Objective: To optimize the firm's strategy, structure and systems to drive the firm's growth and value.

### APPROACH

1. Interviewed key leaders to identify what was working, the company's strategies, and the short and longer term goals.
2. Facilitated discussions that refined the strategies to achieve the company's goals. In the process of doing this, strengthened the company's leadership coalition.
3. Helped develop structural evolution and processes, including process maps, to strengthen the organization's execution capability.
4. Provided coaching to key leaders and teams to help assure that company leaders and teams continued to elevate their thinking and performance.
5. Helped to integrate enhanced accountability, communications, and recognition systems to reinforce strategic direction and a strong culture.
6. Worked with the leadership to secure significant new customers and ensure that the company operated effectively in addressing the resulting additional product, production and organizational complexity.
7. Helped the CEO to focus and position the company for sale after its performance and value had grown significantly.

### BUSINESS IMPACT

The firm had extraordinary growth in revenue and clients in an otherwise stagnant industry. As a result, significant value growth occurred leading to sale of the business at a good value.

"In 10 short years, Sweet Life grew from producing a single cookie to a billion cookies a year as well as innovating several new products. It was then sold to Fresh Start Bakeries where several of the Sweet Life team advanced to leadership roles. The amazing success of the brand was a direct result of our leadership team "buying into" the importance of taking time to "work on the business" as well as work in the business. Larry Chandler and Solution Partners were instrumental in facilitating, coaching and inspiring our entire Executive Team and for developing the tools need for a smooth transition after the sale of the company."

Mike Gray  
Former CEO & Owner  
The Sweet Life Baking Company

To learn more about Solution Partners, please visit our web site at [www.solutionpartners.com](http://www.solutionpartners.com) or contact us:

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