



STEPHEN
MCGHEE
LEADERSHIP

results
RESULTS

Disengagement Produces Profit.....

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THE SITUATION

In the fall of 1999 the company was predominately focused on the resort and tourism industry, with dramatically decreasing sales. To address this, company president Mark Musselman originally tried to facilitate strategic planning meetings without outside support. Despite best efforts, company leaders were unsuccessful in turning the situation around.

"We were stuck and deeply entrenched in our own separate areas of responsibility..." Musselman told Stephen McGhee, when he finally realized that the company needed to do something radically different if it was to survive.

THE PROCESS

Stephen was hired to present a two-day Leadership Program. It provided both inspiration and a revolutionary look at the company: where it was going, what they really wanted to accomplish, with specific steps needed to make it happen. Each leader identified Key Results Areas and created a KRA document to support performance.

THE RESULT

Recommendations were implemented. "Following Stephen's framework we found the results to be astonishing. In a very short time we ended up adding 387 new accounts and built an entirely new sales force", says Musselman. Today the company prospers and has become unreasonably successful in contrast to its anemic former self.

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