

THE CLIENT
Building Material Industry

How 1 Company Grew

65%

in Return on Net Assets
in 24 Months

GapInternational

THE CHALLENGES Building Material Industry



Chapter 11 bankruptcy
protection filing

27 separate business units and
systems limiting efficiency

Continuous decline in annual sales,
market share, and earnings

THE BREAKTHROUGH GOAL Building Material Industry



CEO COMMITTED TO
Unite 27 business units to
“one company”

Build a culture in
“pride in performance” and a
“zero incident” philosophy

Develop a shared purpose:
“why WE matter to the world”

Gap International

THE RESULTS

Building Material Industry



79%

decrease in OSHA-recorded
incident rate from prior 5 years

65%

increase in Return on Net Assets
within 24 months

1st Company

to successfully emerge from
Chapter 11 with investment-grade
status on the NYSE

Gap International