

CASE STUDY 02 · CONSTRUCTION · COMMUNICATIONS · OPERATIONS

Siloed, inconsistent infrastructure

redesigned into a 25% faster operation.

A construction firm's communications and project operations were fragmented across departments, with no standardized intake process, no clear handoffs, and no accountability structure. Projects were delivered late, leadership had no visibility, and no governance existed across 15+ concurrent campaigns.

THE KEY ISSUE

THE PROBLEM

No project governance existed across departments. Communications assets were managed informally, vendor deliverables had no tracking, and approval checkpoints were inconsistent. The result: missed deadlines, duplicated effort, and leadership operating without decision-ready information on active projects.

THE ORGANIZATION NEEDED

- A standardized intake and requirements process
- Cross-functional visibility into active project status
- Vendor deliverable tracking with accountability checkpoints
- Executive-ready reporting without manual assembly
- A scalable governance framework for 15+ concurrent projects

OUR SOLUTIONS

WHAT WAS BUILT

- Standardized intake, requirements, and approval workflows
- Cross-functional process redesign with dependency mapping
- Status tracking and vendor deliverable management system
- Approval checkpoints and milestone accountability framework
- Executive briefing templates for decision-ready leadership reporting
- RFP response and business development proposal process

HOW IT WAS IMPLEMENTED

Using a people-process-technology methodology, the engagement began with a full audit of existing workflows, handoff points, and approval dependencies. Cross-functional process maps were built with each department to surface hidden bottlenecks. A centralized tracker was implemented with milestone logic, owner fields, and automated status escalation — enabling leadership to shift from reactive firefighting to proactive portfolio management.

VALUE ADDED — OUTCOMES DELIVERED

25%

Cycle Time Reduction

Through dependency mapping, clearer handoffs, accountability.

15+

Concurrent Projects Managed

Marketing campaigns and construction comms simultaneously.

100%

Governance Introduced

Structured PM where none existed — repeatable processes.

Siloed Fragmented Ops



25% Faster Delivery