

THE THIRD GENERATION IS THE CHARM

The Prouty Project Brings Focus & Intent to Help a Family-Owned Business Grow



Every business, big or small, has a great need for focused leadership, thorough plans, and a hunger for growth. This family-owned business is no different. The Prouty Project partnered with L.R. Falk in 2017 to initially help them transition to the third generation of leadership (all while keeping it in the family). What started as a rock-solid transition plan soon blossomed into a full review of their leaders and how they could stimulate growth in a purposeful and significant way.

See how The Prouty Project has been working with this client for more than four years, helping them evolve their creative approach to meet their Strategic Planning and Leadership Development needs.

The Challenge: Planning with Purpose

In the midst of this third-generation transfer of leadership, L.R. Falk had a renewed desire for growth. They wanted to grow in size and revenue, but they also wanted to grow as leaders. They recognized an opportunity to take the long view on their business and be more deliberate in their planning for strategic growth and developing their leadership capacity. All they needed was a disciplined approach and a fully fleshed-out plan for growth.

The Prouty Project would help L.R. Falk and its executive team create a plan that included a full review of three major areas of focus:

1. **The business:** we would take stock of the current reality, connect with purpose, cast a vision, and develop strategic priorities.
2. **The team:** we would help them articulate and execute on short and long-term goals.
3. **The executive leadership:** the CEO and Operations Executive would attend Prouty L3 Program, an extensive, immersive, and experiential 9-day leadership development program spanning six months.

L.R. FALK
CONSTRUCTION CO.
ESTABLISHED 1922

ABOUT L.R. FALK CONSTRUCTION

They say big things have small beginnings. The same could be said of L.R. Falk, a company that specializes in the crushing and delivery of limestone products for construction and agricultural applications.

In 1922, LaVerne Falk started a business with nothing more than a Model T Ford truck, a shovel, and his own two hands. Almost 100 years later, the business employs more than 60 people and has made name for itself in the Midwest. Multiple generations of Falks have owned and operated this business. By the time The Prouty Project partnered with them in 2017, the reigns were being passed to the founder's grandson, Lindsey and his wife, Sommer.



Prouty L3

Leading Self • Leading Others • Leading the Business

Find out how The Prouty Project elevates leaders in this experiential environment. This intensive and collaborative experience helps you gain the personal and professional skills necessary to grow and better lead your organization. Learn how to think outside the box at Prouty L3.

[LEARN MORE](#)

Four Years of Continued Results

The Prouty Project has continued with L.R. Falk Construction on a quarterly basis, helping them continue to focus their attention on developing the executive team's effectiveness as both team members and leaders, establish a cadence of accountability, and achieve their short and long-term goals. This continued partnership allows us to work with their company to adapt to changes and course correct as necessary, keeping them on a continued course to achieve success.

L.R. Falk Results with The Prouty Project

- Consistent and ongoing revenue growth fueled by improved operating systems and record-breaking sales and production.
- An evolved process that moved from opportunistic, customer driven growth to intentional and purpose driven strategic planning, goal setting and execution.
- Improved leadership team effectiveness demonstrated through deeper connection, stronger communication and greater role clarity and collaboration, driving results throughout the organization.

Prouty continues to offer on-going support and connection. **And we will continue that partnership for many years to come.**

CONTACT PROUTY PROJECT

Call: 952.942.2922

Email:
stretch@proutyproject.com

Website: proutyproject.com

Visit:
6385 Old Shady Oak Road
Suite 260
Eden Prairie, MN 55344

