

BUILD THE TEAM. BUILD THE BUSINESS.

The Prouty Project Creates a Custom Executive Retreat



Strategic planning and leadership development go hand in hand.

Without leaders, there is no way to implement a good strategy. Without a strategy, what is there to lead? This client had a fantastic business with a dedicated customer base, and with a new executive team set to take the wheel, it looked like they were primed for growth.

See how The Prouty Project helped this client build their business, starting with their leaders.

The Challenge: Empowering a New Executive Team

Back in 2019, Arrowhead had established a new executive team in order to facilitate succession and fuel the sales, operations, and M&A excellence that would be pivotal to the company's future. They had a clear and simple vision: growth. **What they needed was a way to articulate how they could achieve this growth as well as the strategies that would ultimately lead to it.**

The Prouty Project partnered with Arrowhead to gather data on the front-end of the process. This data was used to design and facilitate a custom executive retreat that would focus on several key areas:

1. Building the effectiveness of their newly formed executive team, including self-awareness and communication, team development, and strategic planning
2. Casting a new vision by identifying the organization's core purpose and values, current reality, and desired future
3. Developing strategies for growth and prioritization of strategic initiatives
4. Summarizing and articulating the vision and strategies in a one-page plan with supporting materials.

The Results Were the Foundation of Something Bigger

Since the initial retreat, Arrowhead's new executive team has been able to execute on their vision and bring results to their business. Starting in 2019, the company has seen:

- Significant revenue growth

ARROWHEAD
ENGINEERED PRODUCTS

ABOUT ARROWHEAD ENGINEERED PRODUCTS

Arrowhead Engineered Products (AEP) is North America's largest aftermarket supplier of nondiscretionary parts in three major markets:

1. Powersports
2. Automotive and heavy-duty trucks
3. Outdoor power equipment (agricultural and industrial)

They distribute their products worldwide and are trusted by over 50,000 dealers, distributors, repair shops, and small businesses.





- A consistent and effective approach to ongoing strategic planning and execution
- Strengthened culture and improved communication through the adoption of the Insights Discovery System
- A renewed sense of purpose, connection, and trust across their organization.

A Continued Partnership

The Prouty Project has become a trusted advisor to the Arrowhead executive team. Our continued partnership with them has allowed the company to further its executive team development and strategy and gain a broader sense of leadership development throughout their organization.

Since our initial Arrowhead engagement, we have followed-up with:

- A second and third custom executive retreat (in-person and virtual)
- Assisting in the design and facilitation of their annual meeting
- Multiple engagements each year to work with the next layer of leaders in the organization, which helps to gain buy-in and drive forward specific initiatives found in the plan.

We continue our work both in person and virtually in between major outings, keeping alive a partnership we know will last for years to come.

“Our annual strategic planning processes for the past two years with Prouty has been the best in our organization’s history. Not only were we able to get our multi-year plan out of our heads and down on paper, we were able for the first time to **prioritize and commit to what we were going to accomplish.** The work around building our Executive Team into a high-performing team has been the most important part. We are now utilizing our team commitments and Insights Discovery and truly working together with trust. Most importantly, we are having fun together!!!”

- Regina Kroeck, Chief Human Resources Officer

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