



CASE STUDY: ACHIEVING ORGANIZATIONAL EXCELLENCE ONE DEPARTMENT AT A TIME

How Leadership Development and Strategic Alignment Drive Success Across Large Organizations

Three years ago, McCall Farms, a leading provider of farm-fresh canned vegetables and fruit, was already admired in the industry for its high quality standards and operational efficiency. But the company knew there was still room for growth, particularly in how its departmental leadership teams communicated and aligned with broader business goals.

Enter StratPro, a series of cutting-edge leadership development and strategic alignment workshops. And the results have been nothing short of remarkable.

Starting with just a single department, McCall Farms has seen improvements that have rippled throughout the entire organization — boosting communication, enhancing collaboration, and fostering stronger strategic focus.

Discover how McCall Farms has leveraged the StratPro leadership development and strategic alignment program to elevate performance and drive success one department at a time.



Insight Into the Business Dynamics from the **STRATPRO FACILITATOR**

McCall Farms is a third-generation business with over 1,000 employees. The company has many moving parts. The different departments operate almost like mini businesses within the larger organization. Each department has different needs, personalities, and leadership styles. So the company sought a program that could help integrate and align those dynamics most effectively.

That's where StratPro came in. We started by working with the company leadership and learning more about their culture and challenges. It was important to get a sense of how they were running things because when you're dealing with a large company, there's a lot of diversity in leadership styles. Managing that well is key to keeping the company running smoothly and moving forward.

We started by working exclusively with the Quality Assurance Department. As with many companies, departments often function somewhat independently, so natural silos are formed. Groups tend to focus on their own areas without always thinking about the bigger picture, which can sometimes lead to tension and lost opportunities. StratPro helped them break down those silos and communicate more effectively.

Another aspect we've concentrated on was aligning the leadership team with the company's long-term goals. Sometimes individual goals or departmental objectives overshadowed the broader vision. I worked with leadership to ensure everyone was on the same page and moving in the same direction. This alignment was essential for fostering a unified approach to achieving the company's goals.

We also focused on leadership development. The aim was to help leaders recognize their own strengths and areas for growth, and how these traits affected their teams and the company. I facilitated workshops and one-on-one sessions to support their development. This personal growth was crucial for improving team dynamics and overall effectiveness. Throughout the StratPro process, we remained adaptable and responsive to the evolving needs of the company.

The work has really paid off. The company has seen marked improvements in communication, alignment, and overall leadership effectiveness. The QA leadership team is more cohesive and better equipped to handle the complexities of operating within a large business. Their SQF food safety audit scores, while always strong, are now almost off the charts.



SQF Food Safety Audit Edition 9
McCall Farms

Audit Rating



Excellent

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The Remarkable Impact of StratPro THROUGH THE EYES OF A DEPARTMENTAL LEADER

McCall Farms Director of Quality Assurance Tony Middleton reflects on the night-and-day difference StratPro has had on his department and organization.

I've been with McCall Farms for 23 years and am part of an executive leadership team that meets weekly, including three co-presidents, the VP of Supply Chain, Plant Manager, Director of AG, Director of Sales, and CFO.

While I had a solid management team, we lacked cohesiveness. I needed something to help me grow as a manager, so I was excited about StratPro.

Improved communication is a big part of the program. Most of my team would say I communicate better now, which has been foundational. If you can't communicate or motivate people, nothing else matters. I now check in with my team regularly, asking how they're doing and what I can do for them. My door is always open, and they appreciate being checked on.

As for the team, the difference is night and day. In our first meeting, there was frustration, especially from other departments who felt unsupported. My Food Safety Manager once said that we were "strategically adrift." While I don't think he meant our team specifically, it highlighted the need for better outreach and buy-in from other departments.

Over the past two years, with StratPro's facilitated workshops, we've seen significant improvements. Audits, which we used to dread, are now routine. Our scores have jumped to 99 on a recent audit, 96 on the Freezer Department, and 97 on Customer Audits. Before, we hovered around 79-83, considered good but not great. These improvements have boosted our confidence and reassured our customers, making a big difference in how we're perceived and even helping with sales. Other departments have also noticed our progress.

I would recommend StratPro to any company, regardless of size. The program strengthens teams, fosters collaboration, and really aligns well with executive goals.

From the Departmental Leadership Team

STRATPRO IS DRIVING ALIGNMENT AND COMMUNICATION



I think the key thing we have gained from StratPro is communication. We get something done every meeting. I also look forward to the one-on-ones with our StratPro facilitator. Bottom line, the company made an invaluable investment in its employees. And it's working!

Thomas Callaghan
Director of R&D



StratPro has really highlighted opportunities for me to improve. I've shifted from telling my team what to do to asking for their feedback. We communicate better and share our ideas openly. The one-on-ones have definitely benefitted me personally and I get a lot from them.

Kristine Cribb
Quality Assurance Manager



At the start of StratPro, I think we were strategically adrift, each with our own ideas. The facilitated meetings helped me evaluate my team and understand their behaviors better. I would definitely recommend this program to other departments looking to boost productivity.

Kris Riggle
Food Safety Manager



Our team really gels now. Within just three or four meetings, we built trust in each other that we really didn't have before. I have to say that our group now communicates better than probably any team I have worked with at any other company. That's been the biggest thing to me.

Richard Beasley
Environmental Service Manager



What Leadership Has to Say

“The StratPro process has created an environment of trust for our team members that has led them to become more open and vulnerable with one another. This has shaped the department to work as a more cohesive unit that has become highly motivated in achieving their goals. The chemistry among the team to succeed as one has been directly linked to our work with StratPro.”

McCall Swink | Co-President | McCall Farms, Inc.

STRATPRO: TRANSFORMING TEAMS AND ACCELERATING BUSINESSES

StratPro empowers businesses of any size, from SMBs to global enterprises, by driving strategic alignment, radically improving team communication, and refining company vision and culture.

So much more than a series of facilitated team workshops, StratPro is an invaluable leadership accelerator that will help you shape the future of your organization and cultivate the next generation of talented, forward-thinking leaders.

StratPro won't just influence the success of your business, it will help drive it.



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