



From Overlap to Ownership

How clearer leadership structure restored focus and accountability at the top of the business.

As Veldt grew, leadership roles blurred and accountability softened. The team needed clarity, structure and a consistent way of working to support ongoing growth. Centric needed something more to sustain its impressive growth.

The Challenge

As the organisation became more complex, greater demands were placed on the leadership team.

Veldt Group was experiencing:

- Overlapping responsibilities and unclear ownership
- Slow decision-making
- Inconsistent communication across the leadership team
- Lack of structure to support growth
- Limited visibility into what was being achieved

While the founders were broadly aligned on direction, the lack of a shared operating framework meant progress was inconsistent and harder to track than it needed to be.



A Tailored Solution To Bring Clarity and Focus

At Your2iC, we help leadership teams create clarity, strengthen accountability and build the rhythms that keep businesses aligned.

Working with Veldt Group, Your2iC introduced a tailored operating framework to support the next stage of growth:

- ✓ Clear leadership roles and expectations to remove overlap and confusion
- ✓ Regular, structured leadership sessions to improve communication and alignment
- ✓ A defined set of company values to guide behaviour, hiring and accountability
- ✓ Scorecards, Level 10 meetings and quarterly reviews to create visibility and measurability
- ✓ A consistent framework to support major change, including a rebrand and business merger

The Your2iC Difference

Within the months following the introduction of the new operating framework, Veldt Group experienced:

- Stronger leadership alignment
- Faster, clearer decision-making
- Improved accountability
- Greater visibility into progress and priorities

What had previously felt reactive became structured and very deliberate. Towards a common goal.

“Absolute game changer. Authenticity at the highest level. Dave is the realest guy you can ever meet and brings real-world experience into the organisation. He brings a sense of clarity and a vision that is unmatched in the industry.”

- Managing Director, Veldt Group

VELDT
GROUP