



Sharpening Focus, Strengthening Business

At a crossroads, this business needed direction and structure.

Your2iC made key changes, creating a platform for business growth.

The Challenge

CDR Group, a leading building and maintenance contractor in Australia, was facing a number of operational challenges, as well as needing some direction and focus to grow.

After an initial chat with CDR Group Founder, Sean, we quickly identified some key pain points to address:

- Difficulty in aligning teams;
- Difficulty in managing multiple trades and services;
- Ensuring accountability across departments;
- Noticeable communication breakdowns;
- Unclear roles; and
- Lack of measurable progress tracking.



Achieving Clarity and Accountability: Implementing a Holistic Business Framework

At Your2iC, our mission is to create structured systems that foster clarity, accountability, and effective communication. To do so, we worked with CDR Groups Founder and CEO, Sean Meaney, to implement a robust framework.

- ✓ Define CDR Group's long-term vision, which led to a new focus on increased client satisfaction, reducing defect resolution times and expansion of the business. With the help of the annual planning tool, the team now have 1, 3 and 10 year goals.
- ✓ Implement a Scorecard which allowed the company to move toward data-driven decision making and improve accountability across all areas of the business.
- ✓ Using a revised organizational structure, we ensured that every member of the team knew their roles, responsibilities and had clear KPI's.
- ✓ We integrated meetings into their weekly rhythm, keeping everyone on the same page, resolving issues quickly, and discussing priorities against CDR's goals.
- ✓ We helped teams prioritize and tackle challenges that emerged.
- ✓ The team created short term, 90-day priorities, projects that everyone worked toward and monitored through the scorecard.



CDR GROUP

Your 2iC put me in a completely different headspace. The business is more structured and has therefore evolved. Dave was the sounding board I never knew I needed.

"When you're a single owner of a business, having someone like Dave at Your2iC to challenge you on your thinking and focus you is an absolute game changer" - Sean Meaney