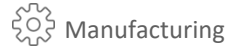




# Ideal Aluminum Case Study



## The Challenge

As a medium sized manufacturer specializing in aluminum fence, gates, and railing in residential, commercial and industrial grades, Ideal Aluminum faces fierce competitors. It sought to develop a strategic plan and chart a new direction to thrive among the competition.

## Action Taken

Ideal Aluminum signed up for StrategyFrog's software platform and services to support its strategic planning and implementation efforts. StrategyFrog's *software* supported Ideal Aluminum by helping the company to:

- Analyze the competition
- Conduct a SWOT analysis
- Develop vision, mission and values
- Create four key goal areas with more than 15 key strategic objectives and numerous supporting tasks
- Gain a framework for implementation and automatic follow up

StrategyFrog's *consulting services* included:

- **JumpStart Onboarding** to provide rapid setup and configuration of the software platform.
- **Software Training** to educate all users on how to leverage the software platform.
- **Leadership alignment workshops** to identify key priorities, define a future state, and to build a roadmap for the journey forward with goals, responsibilities, accountabilities and timelines.
- **Change management plan** to guide the business over time.



- **Onsite facilitation** to support the design, development and implementation of the company’s strategic plan.
- **Program communication plan and tools** to inform the entire organization about the road ahead.
- **Quarterly strategic reviews** held to ensure that Ideal was on track, its leaders were focused, and its staff were aligned.

## Results

While Ideal Aluminum has earned double digit growth year over year, it has also brought its leadership team and key staff closer together. All employees are united with a common vision, mission, core values and a five-year strategic plan that establishes a framework for the future. As a *Florida Companies to Watch 2015 Awardee*, Ideal Aluminum is clearly poised for growth and success.

“Our business has greatly benefited from StrategyFrog. Their software allows us to be much more effective in how we create, implement and track our planning efforts. Our entire business collaborates better and produces faster results aligned with our strategy. StrategyFrog is the real deal!”

Michael Siegel, CEO  
Ideal Aluminum

## About Us

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StrategyFrog helps organizations develop and implement strategy. Our easy to use Software as a Service (SaaS) helps clients gain impactful and meaningful outcomes. StrategyFrog – better plans, better results.

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