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Connecting People, Potential, and Profits

How We Helped a Rapidly Growing Company Develop 10x Performers and Scale Leadership

This successful transformation of a rapidly growing home builder, showcases the power of Organizational Network Analysis and personalized AI to address challenges unique to scaling organizations.



The Challenge

A leading home builder experienced unprecedented growth, doubling in size within just one year. As the organization scaled rapidly, previously successful processes began breaking down overnight, creating three critical challenges:



Leadership Scale

Urgent need to 'rapidly develop and scale leadership capabilities to effectively manage exponential growth and increased organizational complexity.



Organizational Complexity

Management faced the challenge of navigating increasingly complex organizational structures and workflows as teams expanded rapidly.



Employee Engagement

Critical priority to maintain high levels of employee engagement and retention while managing the pressures of rapid expansion.

Uncovering the Root Issues

Using **Organizational Network Analysis (ONA)**, we gained deep insights into the company's internal dynamics:

Leadership Dependency

Over-reliance on a small group of senior leaders resulted in decision-making bottlenecks, risking burnout and slowed progress.

Knowledge Silos

Key knowledge resided in individuals, making the organization vulnerable to inefficiencies and turnover.

Communication Gaps

Informal communication channels led to misalignment and inconsistent messaging across departments.

Untapped Potential

While employees demonstrated high knowledge-sharing capacity, innovation and collaboration remained underutilized.

Immense Untapped Potential

Employees were recognized as highly **knowledgeable** and **accessible**, with an average employee having:

- **7 colleagues** who saw them as a resource for expertise.
- **9 colleagues** wanting greater access to their knowledge.

Exceptionally Strong Communication Networks

On a scale of 1–100, the **average comfort level** for initiating conversations across the organization was an impressive **93.9**.

The Hidden Problem

While strong knowledge and communication networks existed, they revealed a critical systemic issue:

- 1

Over-accessibility Creates Chaos

Key decision-makers became overwhelmed with direct requests as employees bypassed official communication channels
- 2

Severe Bottlenecks Form

The **top 10 influencers**, 9 of whom came from a single overrepresented department, each had **40 people vying for their attention** on average.
- 3

Growth Stalls

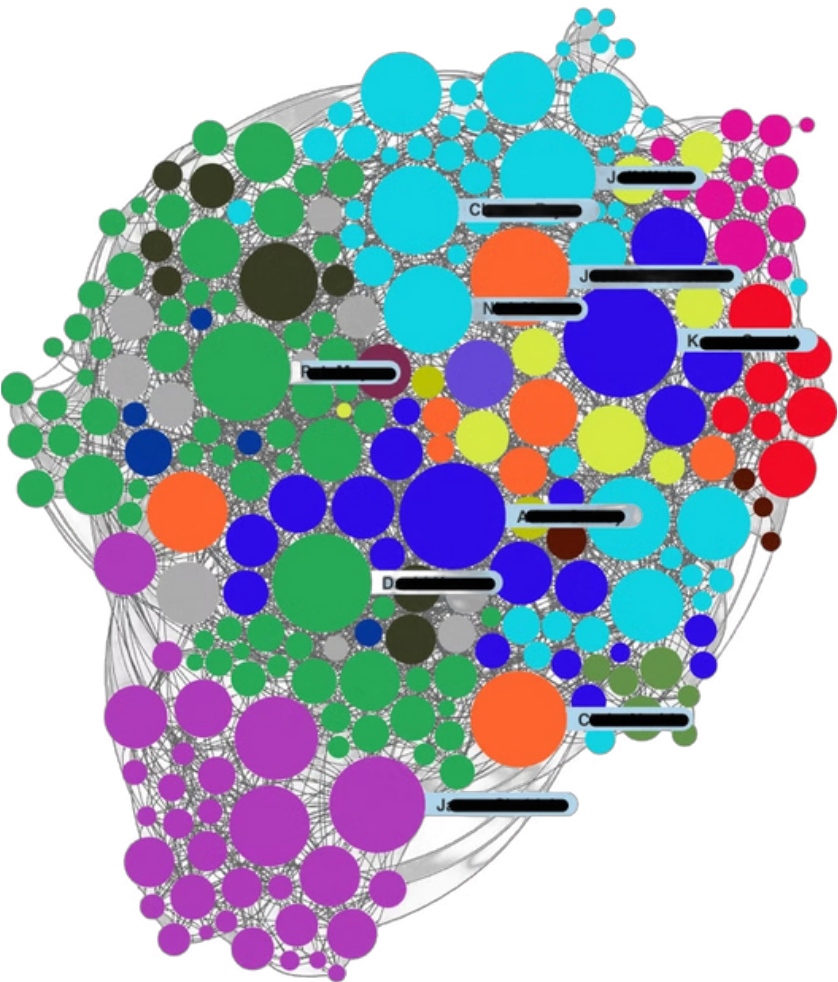
Decision-making bottlenecks prevented meaningful progress, while other departments remained underrepresented and unheard
- 4

Untapped Potential

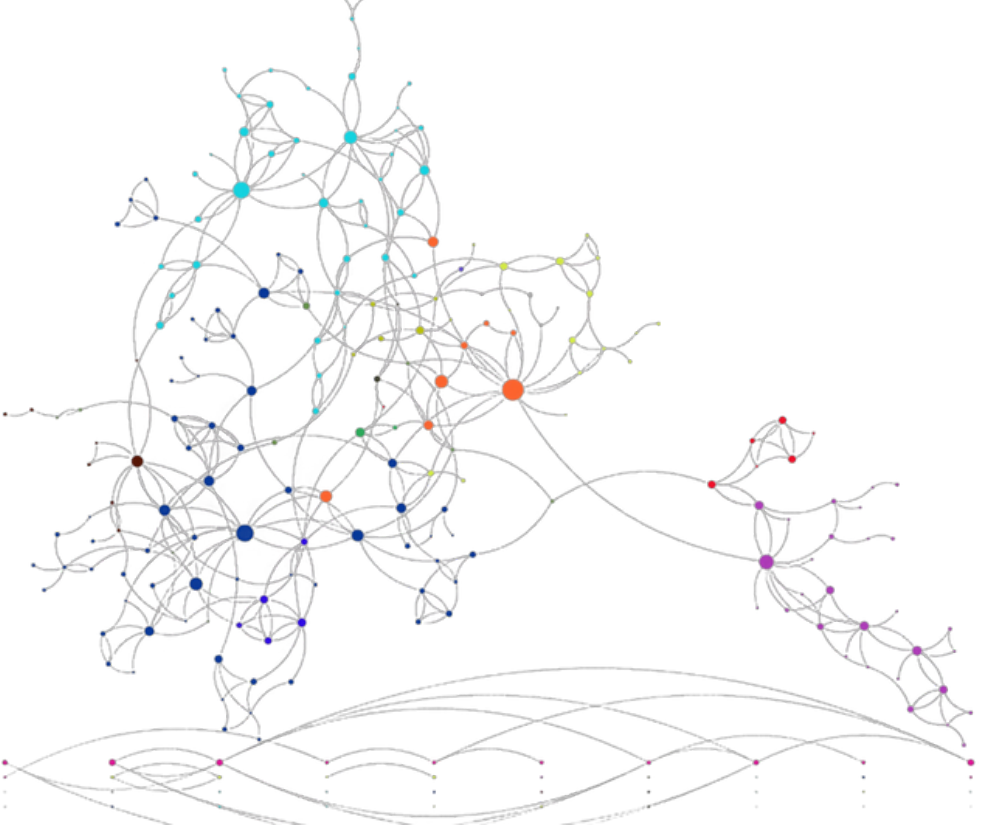
Despite immense organizational potential, the lack of scalable leadership processes and structure prevented effective resource utilization

Result: A paradox where strong networks actually hindered growth due to overwhelming accessibility and insufficient structure.

Network of People Who Needed Support:



Network of People Who Got Support:



Identifying the Foundation of Growth

Our analysis revealed that the organization's health depended on **40 key individuals**—the "bridges" of the company network. These **connectors** played a vital role in enabling:

- Knowledge Sharing
- Productivity
- Innovation and Collaboration
- Energy and Trust

If these individuals were not effective, the company would experience a **vacuum** in these areas, jeopardizing the ability to scale successfully.

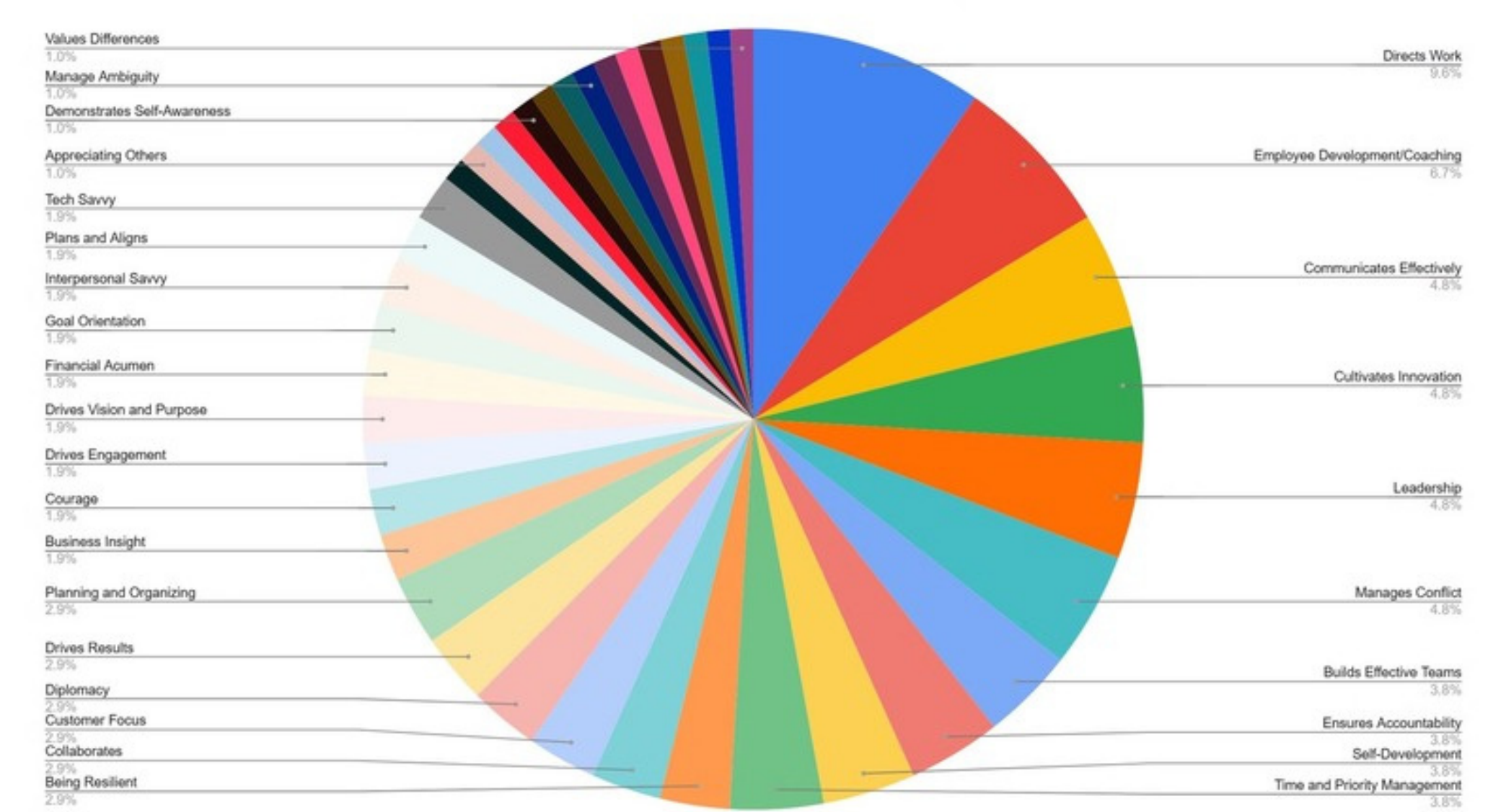
Name	Department Name	Job Title	Bridge Type	% Impact on Company
Joe	Drafting	Drafting Manager	Hidden Champion Trust & Knowledge	4.38%
Kelly	Cost Management	Purchasing Manager	Gatekeeper	3.85%
Tyler	Construction	Regional Construction Manager	Gatekeeper	3.77%
Mike	Drafting	Area Supervisor	Representative	3.48%
Alicia	Sales	Pricing Manager	Hidden Champion Energy & Emotional Support	3.47%
Lois	Site Evaluation	Site Evaluation Manager	Hidden Champion Innovation	3.39%
Heidi	Sales	VP of Sales	Representative	3.38%
Todd	Drafting	VP Design and Drafting	Hidden Champion Social	3.21%
Elizabeth	Executive Team	Sr. Vice President	Gatekeeper	3.14%
Mark	Sales	Regional Sales Manager	Representative	2.91%

The Insight

These **40 key person dependencies** possessed the skills needed for an earlier growth phase but lacked the capacity to propel the company towards its next level of expansion.

- These individuals **lacked the skills** to fully capitalize on their network positions.
- They needed development in **200 distinct areas** to support the company's transition to its next growth stage.

Development Areas to Drive Sustainable Growth



The Scope of the Challenge

Addressing **200 areas of improvement** across **40 key individuals** is no small feat. But the scale wasn't the only issue:

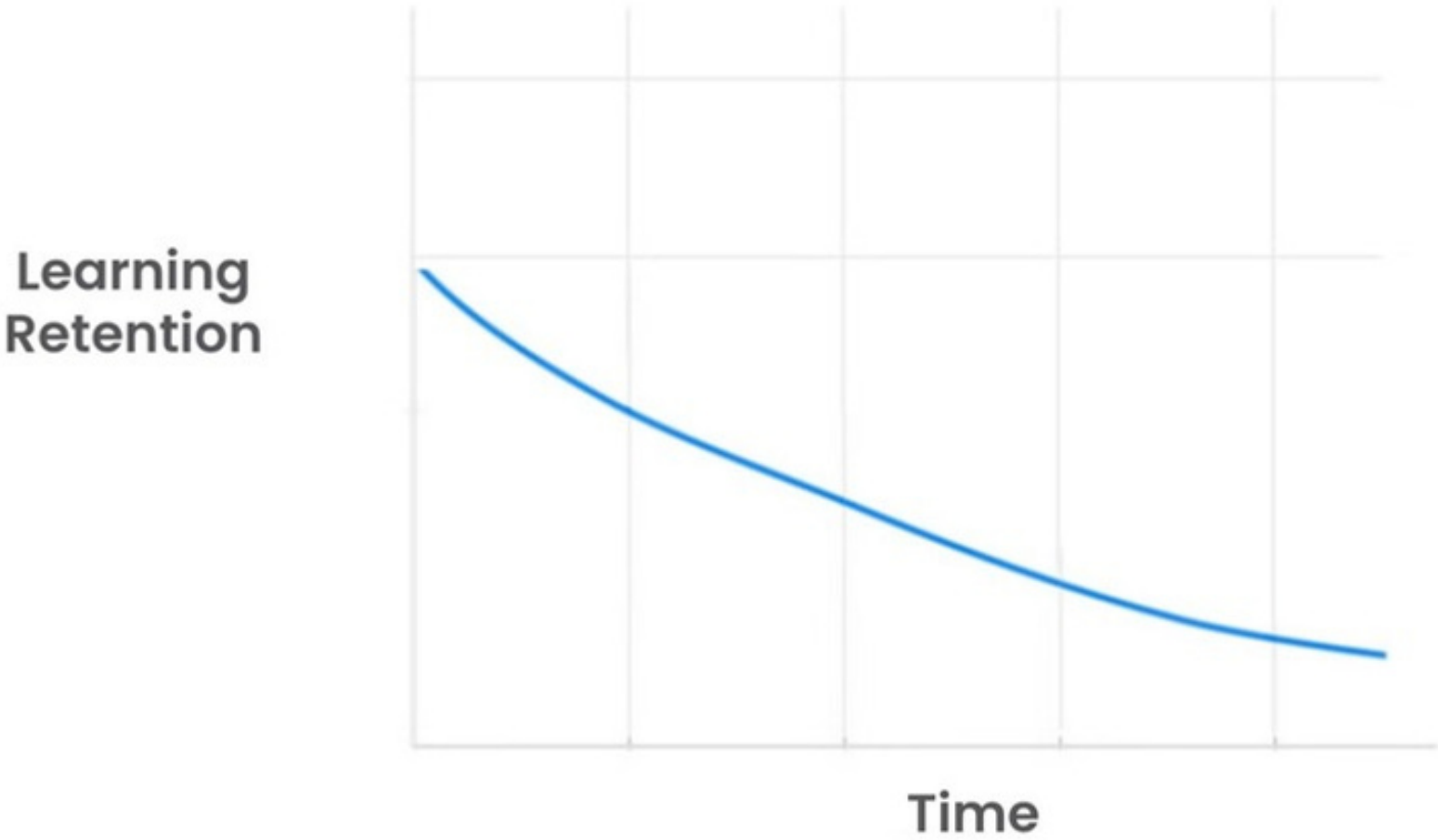
The Forgetting Curve:

According to cognitive psychology research by Hermann Ebbinghaus, **90% of new information is forgotten within just 30 days** without reinforcement.

Diverse Learning Needs:

Employees learn and grow differently. A **cookie-cutter approach** doesn't work, especially for individuals with unique roles and influence in the organization.

The Forgetting Curve



Traditional Approaches Fall Short

Historically, companies tackle this by:

- Focusing on **2–3 competencies** at a time.
- Delivering **one-size-fits-all training** to managers and leaders.

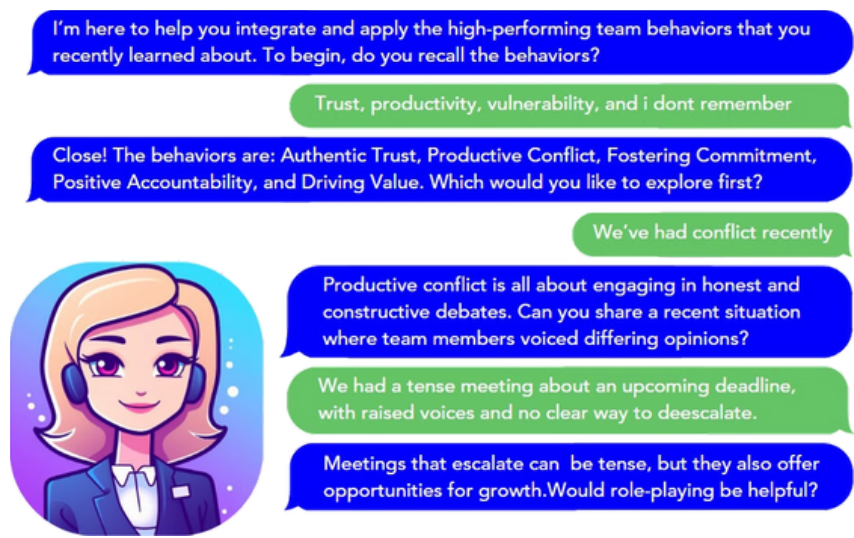
This approach is simply **too slow and ineffective** to address the complexity and urgency of scaling a rapidly growing organization. Resulting in...

90 cents of every dollar invested in up-skilling is wasted

The Game-Changer: Kim, Our AI Change Agent

To meet this challenge, we introduced **Kim**, our AI Change Agent that ties together:

- The company's growth plan and organizational network
- 200 areas of improvement
- The unique behavioral psychology of 40 key people



Kim is like having a 24/7 change management team

1 Personalized Development Meets Organizational Goals

Kim worked one-on-one with each individual to build **tailored development plans** that:

- Aligned with each individual’s **behavioral psychology** and **unique growth objectives**.
- Connected seamlessly with the company’s **broader organizational goals**, ensuring that personal progress supported collective growth.
- Adapted dynamically to each individual’s **progress and evolving needs**, fostering continuous development and immediate application of new skills.

2 Activating Champions

Research shows it takes hearing a message **20 times** for it to stick—a process that is prohibitively expensive and time-consuming when done manually.

Kim made this process **seamless and scalable** by **Automating Messaging Reinforcement**. Ensuring employees consistently heard and understood key priorities, embedding them into daily workflows.

3 Aligning Employees for Maximum Impact

Kim acted as a **scalable force multiplier** for organizational growth by:

- **Empowering 40 Key Connectors** to amplify their influence, reduce bottlenecks, and strengthen cross-departmental collaboration.
- **Simultaneously Tackling 200 Areas of Improvement** across leadership, communication, and decision-making.
- Turning isolated efforts into **scalable, coordinated initiatives**, aligning employees at all levels with the company’s growth strategy.

Measurable Impact on Growth Readiness

Our AI-driven approach allowed us to deliver a program with a level of depth and personalization that would typically require significant financial and human resources. By combining cutting-edge AI with proven adult learning methodologies, we achieved superior outcomes at a fraction of the traditional cost.

91% Improvement

- 1

Empowering Influencers and Reducing Bottlenecks

The **40 critical connectors** became highly capable leaders, reducing dependency on a small group and balancing influence across departments.

Improved Collaboration: New influencers emerged from underrepresented teams, creating a more equitable and effective network.
- 2

Dramatic Competency Improvements

Real-time support led to **4x better retention and application** of new skills, ensuring lasting results.

Across **200 development objectives**, the organization saw up to **91% competency improvement**.
- 3

Scalable Leadership Development

98% of participants rated the program valuable. Leadership processes were streamlined, enabling the company to scale without sacrificing employee engagement or decision-making speed.

Bottlenecks were eliminated, allowing teams to make faster, more impactful decisions.
- 4

Organizational Health and Resilience

By combatting the forgetting curve, the company maximized the ROI of its training investments, ensuring that **every dollar spent translated into real-world impact**.

Employees became more confident, connected, and capable of driving growth.
- 5

Supporting Business Growth

The organization successfully scaled operations while maintaining high levels of **employee engagement, trust, and retention**—a critical achievement during rapid expansion.

Why It Worked

Combining AI-powered personalization with network insights allowed us to:

- Develop **200 competencies simultaneously**, something impossible with traditional methods.
- Create a **bottom-up adoption strategy** that complemented top-down leadership efforts.
- Foster a culture of sustainable, scalable growth.

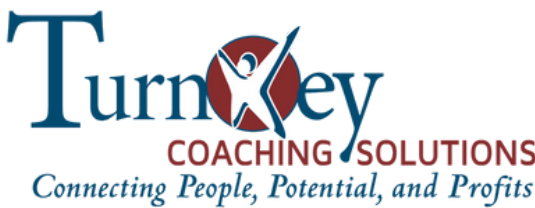
Transform Your Organization Today

Book a Free Call with [PeopleTransformation.ai](#)

Our platform isn't for everyone—we partner with organizations committed to driving **real, people-centered change**.

In just **15 minutes**, we'll determine if there's a mutual fit for your strategy. Even if we're not the right solution, you'll leave with:

- Valuable insights** tailored to your organization's challenges.
- Actionable ideas** to support your transformation journey.



Want similar results? Let’s talk.



Anisa Aven is a master corporate trainer, board-certified executive coach, and growth strategist with 28+ years of experience helping leadership teams navigate change and turn strategy into disciplined execution.

If this case study reflects challenges you’re facing—or results you’re aiming for—let’s have a focused conversation about what’s really getting in the way and what to do next.

Connect with Anisa Aven:

👉 Schedule a conversation:

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- [TurnKeyCoachingSolutions.com](#) — executive coaching, strategy, and team development