



A PETRA CASE STUDY

# BROADMOOR

*Reinforcing Culture, Clarifying Vision, and Catalyzing Growth*

INDUSTRY

**Construction**

EMPLOYEES

**100+**

HEADQUARTERS

**New Orleans, LA**

## THE CHALLENGE

Broadmoor, a respected force in the New Orleans construction scene, had decades of success and a strong culture—but was feeling the pressure of market shifts and internal misalignment. Leadership needed a way to move from reactive to proactive, align the team under one vision, and future-proof the organization.

### Petra's Impact

#### Reigniting Strategic Momentum

In just nine months, Petra helped Broadmoor implement:

- **A structured quarterly planning process**
- **Daily huddles across disciplines to increase the speed of communication**
- **A revitalized mission and values framework**
- **Clear, accountable team priorities**

## RESULTS THAT MATTER

**\$220M**

On track for back-to-back high-revenue years despite market shifts

**15–22%**

Market share captured in a competitive sector

**Efficiency**

Streamlined pipeline through bundling and innovation

*“I struggled with stepping out of the day-to-day to focus on what’s next. And I knew I wasn’t the only one.”*

- Ryan, President of Broadmoor

## WHY IT WORKS

Broadmoor didn’t need reinvention—they needed clarity, focus, and a system to scale what already made them special. Petra brought a rhythm and rigor to their leadership team, making strategy execution a shared responsibility—not just a top-down mandate.

### WHAT CHANGED

#### *Before Petra:*

- 16 leaders moving in different directions
- Disconnected communication across teams
- Culture aware of the need to evolve—but no mechanism to do it

#### *After Petra:*

- Unified vision and aligned leadership
- Cross-team collaboration elevated through daily huddles
- Peer-nominated Core Value recognition at quarterly HSC Summits
- Leaders stepping up, owning initiatives, and driving results

*“Petra gave us the structure to evolve without losing who we are. It’s helped us make culture a competitive advantage. If anyone else is like me—leading with passion but needing more clarity—I couldn’t be a bigger proponent of Petra.”*

- Ryan, President of Broadmoor

Petra has helped hundreds of companies and thousands of individuals create scalable organizations, better teams, and happier, more fulfilling lives for themselves.

Contact us today to see how we can help you grow your business!



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