



A PETRA CASE STUDY

# Company Nurse

POWERED BY LINTELIO

*Scaling with Structure, Led by Purpose*

INDUSTRY

**Workplace  
Injury Management**

EMPLOYEES

**50+**

HEADQUARTERS

**Scottsdale, AZ**

## THE CHALLENGE

Company Nurse had the right vision, but lacked the structured systems needed to scale. After years of growth, the leadership team realized they needed a planning rhythm, team alignment, and cultural clarity to keep progressing. The company's founder had built a strong foundation, but as the business matured, a new level of structure and leadership was needed.

### PETRA'S IMPACT

**Structure. Culture. Results.  
Delivered.**

- **Strategy:** Built a planning cadence grounded in Scaling Up
- **Culture:** 30+ weekly core value shoutouts via Slack
- **Leadership:** Defined roles, scorecards, and daily huddles
- **Execution:** Scaled with accountability and sustainable growth

### RESULTS THAT MATTER

*Company-wide planning  
cadence established*

*Leadership team  
fully aligned*

*Cultural clarity elevated  
performance*

*“ People began stepping up. There was no more confusion about what mattered — it was right there in the plan. ”*

Henry Svendblad, President

Petra helped Company Nurse transform strategic intent into operational success. With the right rhythms in place, the team now moves in lockstep toward long-term goals—one quarter at a time.

### **Strategic Operating System**

Petra introduced Company Nurse to the Scaling Up framework, establishing a clear rhythm for strategic planning, quarterly execution, and daily alignment.

### **Leadership Focus**

The leadership team transitioned from reactive to proactive, creating accountability across functions and fostering deeper engagement.

### **Cultural Alignment**

With Petra's guidance, Company Nurse reinforced its mission and values across the organization — helping unify both mindset and performance standards.

*“ Before Petra, we had alignment in theory but not in behavior. Now we make decisions faster, with less emotion, and more data. ”*

- Henry Svendblad, President

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!



petracoach.com