



A PETRA CASE STUDY

# QSM

*Breaking Old Processes, Building for What's Next*

INDUSTRY

**Civil Infrastructure  
Distribution**

EMPLOYEES

**20+**

HEADQUARTERS

**Kenner, LA**

## THE CHALLENGE

After experimenting with a local coach and trying to self-implement Scaling Up, QSM realized they needed more than just a book and a meeting rhythm — they needed structure, accountability, and long-term commitment to real change. As the company prepared for growth, they re-engaged with the system and chose Petra as their guide.

### PETRA'S IMPACT

**Structure. Accountability. Growth.**

- **LEADERSHIP REFINED**
- **CULTURAL BUY-IN**
- **EXECUTION THROUGH ALIGNMENT**
- **GROWTH BUILT ON CLARITY**

## RESULTS THAT MATTER

**144%**

Increase in Revenue 2025 vs 2024

**1,232%**

Increase in Net Profit 2025 vs 2024

**20%**

Employee Headcount Increase 2025 vs 2024

**“We stopped chasing chaos.”**

- Josh Loeske, Founder

*“I let my ego get in the way thinking I could lead this. But having Petra guide us let me step out of facilitation and into real leadership.”*

- Josh Loeske, Founder

With Petra, QSM found more than a framework — they found the freedom to lead boldly, build a stronger team, and scale responsibly. From hitting long-shot goals to developing new leaders, QSM's growth is no accident. It's the result of discipline, clarity, and commitment to what works.

#### **Culture Shift:**

Accountability improved across the team; new hires consistently praised the system's clarity and structure. What began as skepticism among team members evolved into trust, accountability, and shared ownership.

#### **Communication Cadence:**

Daily huddles matured from generic check-ins to high-value alignment tools. Teams adopted Align not just to track goals, but to take ownership of their results. Quarterly planning became a driver of focus and momentum.

#### **Priority Ownership:**

Teams moved from scattered efforts to measurable goals using Align and quarterly planning.

#### **Mindset Change:**

Team began thinking in terms of outcomes — not just effort.

*“I thought we were implementing a system, but really we were becoming a different kind of company.”*

- Josh Loeske, Founder

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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