

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%

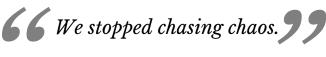
Increase in Revenue 2025 vs 2024

1,232%

Increase in Net Profit 2025 vs 2024

20%

Employee Headcount Increase 2025 vs 2024



- 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.



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.



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



- Josh Loeske, Founder

