

When Strategy Restores Both Growth and Friendship

CLARITY, DISCIPLINE, AND RENEWED PARTNERSHIP



Trusted Advisory: Adam Siegel

Location: Visage Growth Partners | Melbourne, Australia

Industry: Electrical Contracting/Renewable Energy

THE CHALLENGE

From the outside, the business was highly successful. It had delivered strong growth for more than 15 years and was well regarded in the market.

Inside the organization, however, strategic alignment was virtually nonexistent. Efforts were scattered, competition was intensifying, and there was little depth of leadership below the two founders. As the firm grew, the founders' roles became increasingly taxing and unfulfilling.

Most critically, the strain was no longer just professional. The founders—best friends for many years—found their relationship under pressure, with little time or space to enjoy the partnership that had built the business in the first place.

ADAM'S ROLE AS TRUSTED ADVISOR

Adam was initially engaged through one founder who had historically been “anti-strategy.” His first recommendation was simple but confronting: **the firm needed a clear, differentiated growth strategy.**

This led to a two-day strategic planning session attended by the extended leadership team and the Chairman of the Board.

Together, they created the firm's first **Strategic Plan on a Page** and committed to quarterly, full-day leadership sessions to drive execution.

Alongside this, Adam provided monthly one-to-one CEO mentoring. Over time, he became a deeply trusted advisor—embedded within the leadership team and invited into highly confidential business and personal conversations. The work was marked by openness, vulnerability, and a shared commitment to clarity and discipline.

BREAKTHROUGH & OUTCOMES

After the initial planning session, one word dominated the room: **clarity.**

Both founders described a deep sense of relief from finally getting what was in their heads onto paper, socializing it with their team, and collaborating on a strategy that included genuine three-year differentiated moves—rather than the “me-too” positioning of the past.

A formal leadership team was established and charged with:

- **Executing the strategy**
- **Challenging thinking at all levels—including the founders**
- **Ensuring ongoing relevance in a highly competitive market**

Over subsequent quarters, execution discipline steadily strengthened through clearer priorities, metrics that mattered, and consistent meeting rhythms. Financial performance accelerated, ultimately supporting a successful partial exit. Yet the most meaningful outcome was personal. As one co-founder put it: “Now I've got my best friend back.”

REFLECTION

Being part of the chemistry that helped deliver both strategic clarity and personal renewal is the kind of work that reminds me why trusted advisory relationships matter.

