

Impact Story

BRIN GLASS COMPANY

Brin is an employee-owned family of glass companies with 5 divisions in 4 locations serving customers throughout Minnesota and the upper Midwest. Their depth and breadth of expertise in both commercial and multifamily properties has made them a comprehensive resource for full life-cycle architectural glass and aluminum projects for over 100 years.



CHALLENGES

- Company-wide vision and goals alignment
- Strategic plan creation and implementation
- Leadership unification & succession planning

“Keystone is incredibly well organized, keeps us on task, and has a vested interest in us as an organization.”

JENNIFER BAIR

HR and Safety Manager

KEYSTONE SOLUTION

Keystone engaged with Brin with goals of focusing growth efforts, operations strategies, and disjointed divisions. The company credits Keystone with providing the opportunity, space, and leadership to focus their attention, put strategic plans and targets in place, and identify how to effectively implement plans and hit targets.

Quarterly off-site meetings facilitated by Keystone continue to strengthen and personify Brin’s vision of one family, five divisions, and streamline operations to this end: purposefully, effectively, efficiently. With strategic plans in place, the organization now speaks a single language, communicates honestly and openly, keeps multiple divisions on track, confidently makes hard calls, and operates transparently.

IMPACT

One

Broke down silos between divisions

Two

Focused and aligned goals and vision

Three

Developed team mentality

Four

Created greater accountability throughout all levels of the organization