



Electrical Services Firm Explores **NEW GROWTH STRATEGIES**

WITH HELP FROM "OUR OUTSIDE BOARD OF DIRECTORS"

Mike Dina serves as Vice President of Preconstruction and Design for Integrity Electrical Solutions, based in Golden, Colorado. The firm provides comprehensive electrical, data, energy optimization, alternative energy and building automation services to mostly commercial clients across the Colorado Front Range.

WORKING CLOSELY

WITH CHRIS CRUMPTON

President of Integrity Electrical Solutions, Mike has helped steer the leading electrical service company to annual revenues in excess of \$10 million and a prominent position in the Colorado energy market.

COMMITMENT TO EXCELLENCE

In the course of providing these services, the firm has garnered a wide range of industry awards. These include national honors awards for excellence in safety and electrical service, as well as the coveted BBB Torch Award for honest and ethical business practices.

Integrity Electrical Solutions regularly pursues energy conservation answers for the community and its customers. This includes an exclusive contract with Honeywell and Xcel Energy to implement the SmartGrid system for Denver metro area homeowners. The firm is also an Xcel Energy preferred contractor and partners with Franklin Energy in the Small Business Lighting program.

“Our clientele is almost exclusively commercial, in such markets as healthcare, manufacturing, higher education and local government,” Mike explains. “We’ve been very fortunate in leveraging our long-term relationships with general contractors in the area, proving ourselves as a small company (60+ employees), while demonstrating our capability to take on complex, large-scale projects.”

PREPING NEW LEADERSHIP STRATEGIES

Both Mike and Chris are quick to credit their TAB Membership for help in devising a long-term growth strategy for Integrity Electrical Services. This membership has proven very useful as the firm moves ahead with plans for an eventual transition in leadership—with Mike stepping in for Chris, who plans to take some extended (and well-deserved) time off to pursue his bucket list.

“Our TAB Boards have provided us a place to validate our thoughts, sound out some new ideas and keep us accountable for decisions we’ve made,” Chris notes. “This is especially helpful as I grow as a leader and as Mike develops greater strength in new areas of leadership we’ll need for the future.”

Back in 2015, the firm sought to capitalize on Colorado’s strong construction market by laying in as much backlog as possible for upcoming projects. As Mike notes, “This gave us a good base to start the year.”

The strategy worked. In 2016, Integrity Electrical Services enjoyed a particularly profitable year. As a result, Chris and Mike are refining their future growth strategies.

“We’re reassessing our outlook, because we exceeded our original revenue plan for last year,” Mike says. “Our vision for 2017 and beyond is regrouping and shoring up resources where we found weaknesses in our fast growth.”

ACCELERATING THE LEARNING CURVE

After encouragement from Chris, who joined TAB in 2013, Mike joined TAB in early 2016, with the intent of expanding his leadership skills. Both he and Chris felt that, while an educational process needed to occur as far as being new to ownership, “the learning curve could be flattened out by getting input from TAB Members.”

It’s been an enlightening and rewarding experience, he reports.



“Getting other owners’ perspectives and listening as people open up in pretty intimate ways about their business is really eye-opening. I’ve also learned a great deal about how members handled issues similar to what we’re facing and that will also accelerate my learning process.”

TAB Membership is equivalent to “having an outside board of directors for our business,” Mike concludes. “I find it especially helpful that my advisory board is comprised of individuals from a range of industries. We’re all facing many of the same challenges, and we all benefit from focusing on practical, real-time solutions that help our businesses grow.”