

# EXPANDING A COMPANY AT PACE

## USING THE GC INDEX® TO UNDERPIN BUSINESS GROWTH



America is a country that attracts workers from every corner of the globe. But with the population growing the U.S. is facing a serious nursing shortage...

**That's why it's no surprise that a company – Conexus MedStaff – that helps people build a life in the U.S. & careers in nursing, will be experiencing rapid growth...**

### THE BACKGROUND

Conexus MedStaff is an American recruitment company dedicated to developing career pathways for international nurses and healthcare professionals in the USA.

Since being founded in 2010, the company has grown from a small, family-owned business in Houston, Texas to a large international company that helps people pursue their dream of a nursing career in the U.S.

The company embarked on an ambitious growth strategy, exploring how mergers and acquisitions might help it expand its operations even further.

To support this ambitious growth the business invested in completing a company-wide organisational design project, which identified the opportunity to create more specialised

teams. It also helped them recognise the need to take a company-wide view on how each employee's role could be reviewed and updated to ensure everyone has clarity about the unique role they can play in the next exciting phase of growth.

Creating this impact-based culture required a fresh approach. The company needed to review the whole talent lifecycle, from how people are recruited and managed to employee development, engagement and deployment.



## HOW THE GC INDEX® HELPED CONT...

It was GC Partner Rencai Group, who had been working with Conexus MedStaff from the very beginning of their growth plans, who brought The GC Index® into the equation.

Matt Wilden, Founder and MD of Rencai Group, was working with Conexus MedStaff's leadership team. He used The GC Index® to power a tailored coaching programme. This provided clarity for individuals on their roles and opportunities, and how they can best contribute to the business.

Three tiers of leaders have completed the programme. All of the leaders who took part in the GC-powered programme received clarity about one another's working styles to help understand how they can better collaborate with colleagues.

All current and potential leaders were coached on how they can have the biggest individual impact contribution and most effectively develop and tap into the collective impact of their teams.

This move to an impact-based culture has provided a framework to help redesign the structure of the organisation and align people better to business objectives.

It created transparency about how everyone will contribute to the growth plans and navigate through this challenging period of change.



## “THE GC INDEX® PROVIDES US WITH THE ADDITIONAL LEVEL OF INSIGHT...”

### THE RESULTS

Conexus MedStaff has used The GC Index® framework to create a culture that plays to individual and collective contribution.

They have implemented a new approach to planning, using insight from The GC Index, to ensure they are utilising key stakeholders at the right time. This has helped improve strategic decision making and is supporting business transformation.

The programme won the 2021 Individual GC Gem for delivering the most impactful GC Index® individual programme. Judges were impressed by the impact the unique insight from The GC Index® is having on individuals' lives and potency at work through the Rencai Group/Conexus Medstaff programme.

“The GC Index has provided us with an additional level of insight as to the natural tendencies of our employees and how they are energised to work.

“Being a medium sized company that has recently expanded the size of our US team by more than 50% has been challenging but the additional knowledge that we have received by using The GC Index® has really helped to get to know new team members quickly.

**Andrew Moreton, CEO  
at Conexus MedStaff**

