BUILDING MEANINGFUL BUSINESS
DRIVING PURPOSE WITH THE GC INDEX®

Both people and the spaces they work in are key components of a successful organisation. Reds10, a modular construction specialist based in London, knows all about the physical environment and, with help from GC Partner, The Cause Effect, it could understand more about its people – this helped treble its performance in just four years.

THE BACKGROUND

GC Partner, The Cause Effect, worked with Reds10 to help them develop a meaningful purpose, grounded in their own beliefs and passions, to support growth.

Ultimately the aim was to create a timeless purpose to build meaning into what they do and act as a cultural integrator.

The whole idea of purpose is to engage and bind people within an organisation beyond strategy and vision. The narrative that causes people to lead differently evolves and it is this that binds people together, inspires passion and boosts commitment to go above and beyond to deliver great things.

As part of their work, The Cause Effect introduced The GC Index® to help facilitate a change in working style and to support them in measuring their impact rolling out their purpose: To equip all society to live, learn and thrive in amazing spaces.

HOW THE GC INDEX® WAS USED TO MAKE AN IMPACT

The GC Index® provided insight into the make-up of the senior team, including how and where they were having impact. It showed them what strengths had brought them their success to date, what challenges growth would bring and how the team could play to its strengths to achieve yet higher performance.

Understanding their profiles helped the team see how their proclivities had helped create such a successful business, but also how a culture dominated by Implementers and Polishers might inhibit growth going forwards.
“Now at least we understand where everyone is coming from and really get much more aligned behind our purpose.”

Paul Ruddick, Chairman of Reds10