



CASE STUDY: GIB-SAN POOLS

CRESTCOM®

Gib-San Pools is an award-winning Pool & Landscape Creations Company based in Toronto. Gib-San is unique in the industry from its stature as one of the best-managed pool companies on the industry's international stage to its resources available as a Master Pools Builder. The company was founded over fifty years ago by Ed Gibbs Sr., and became one of the early leaders in the swimming pool and spa design, build and maintenance business in Toronto. Gibbs' son, Edward D. Gibbs, started working for the company in the early 1980s, and ultimately became the company's president and CEO. Over time, the company has grown into a builder, service, renovation and retail company. The company's core values include teamwork, honesty & trust, integrity, family, being client-centric and having an emphasis on education and innovation. Their management style is informed by these values and shows their commitment to quality by investing significantly in the development of their employees and professional management systems.

Gib-San Pools works diligently to evolve and grow, as well as to achieve new strengths and opportunities by overcoming challenges. Caley Gibbs, Director of Marketing and Design Consultant at Gib-San, explains, "Education is the number one resource available to us to dynamically and culturally improve our company. Gib-San values education and constant improvements to the

highest level." When Caley came across Crestcom, she saw an opportunity to further develop her team's skills and elevate them to the next level. She tells us, "I felt that this program would be a key element in developing our management team to comprehend the universal language of leadership. I believe in giving your team the essential tools to learn it, know it and live it, versus just simply talking about it."

Gib-San is in a unique industry, and some of their most difficult challenges come from working with people. The Crestcom LEADER program has helped her team to improve internal communication as well as provide better service to their clients. Using what they have learned throughout the course has not only enhanced their workplace culture but has led to being a more profitable organization as well. Caley explains, "When people feel that they are truly committing their energies to a common cause and that their efforts are resulting in the company making more money and growing more effectively, their self-worth and perception of their personal value dramatically increases. I believe that if individuals truly believe that they are part of the solution and part of the growth they actually work better. Crestcom has provided our team with much better strategies for conflict resolution.

Conflict in business both internally and externally is enviable, but the way in which it is handled can be either destructive or constructive. Crestcom has provided our team a much better understanding of how to manage conflict with each other as well as our clients. One of our client care managers specifically mentioned how the “personalities” component radically changed the way he managed difficult interactions. He now has a much different way of looking at and addressing the issue at hand. Moreover, the ability to build more positive relationships with clients will affect our bottom line through referrals and continued business opportunities.” Caley also reports that the improved methods of conflict resolution at both internal and external levels have helped her organization to better serve their clientele and create positive long-term relationships.

Gib-San's customer service team has evolved significantly from their participation in Crestcom LEADER. They have seen a marked improvement in efficiency and customer satisfaction by implementing strategies and procedures they worked throughout the program. Caley has received great feedback from customers who are noticing increased efficacy in communication and problem-solving. She has seen measurable improvement in their client surveys. However, the gains are not only visible in client relations. Caley has seen a radical change within the management team. Caley says, “The level of business maturity that Crestcom has brought about with our team has enabled me to communicate more effectively the message of leadership – from both a top down and bottom up perspective. Our team has weekly meetings that are an integral part of our team's

goals, objectives and tactics. The departmental meetings allow for communication and planning. However, the leadership meeting is the collaboration of all departments.

The key managers participate in these meetings where we strategize, communicate, have round table discussions, watch motivational videos and plan. Since my team commenced their enrollment in Crestcom, it is extremely evident that positive change is occurring. I've seen a radical change in their behavior, professionalism, round table discussion, confidence, and in their respect for one another. From a bird's eye view, the group grew, and their growth was transparent for all to see and appreciate.”

Gib-San was recently nominated for the 2019 Crestcom Global Leadership Growth Award for their demonstrated commitment to talent and leadership development. Their continued investment in their employees' development has led to an improved workplace culture as well as improved their bottom line. Gib-San is a truly unique organization that is living up to their vision to be the best pool builder/service company in the world by delivering their clients' dreams, creating positive relationships inside and outside of the company, and making a profit.