



STEVEN GAFFNEY
COMPANY

Steven Gaffney Company
www.stevengaffney.com
703.241.7796
info@stevengaffney.com

CAE



Situation

CAE is a leading developer of motion control components for the aviation industry. The senior team needed help maximizing time and effort as their current way of working was adversely affecting their sales proposal productivity. CAE reached out to the Steven Gaffney Company to develop strategies that could overcome these issues and drive change that would impact the bottom line.

Solution

Our team understood the history and challenges CAE was facing and the need to improve communication. Through our consulting efforts we helped their team get engaged, focus, and adopt the skills necessary to work more effectively.

The result was shorter meetings leading their team to triple proposal output – from \$1.2 billion to \$4.5 billion a year, and with a 10% smaller team.

“With more time and team efficiency, we have more than tripled our proposal output – from 1.2 billion to 4.5 billion dollars a year, and with 10% less people than we started.”



Gene Colabatistto
President/CAE

