

Implementing a Covid-19 Recovery Plan with Orion Strategic Planning and Execution

Our Client

Specializing in customer-centric innovation, ACP designs and manufactures composite structures, plates, flat panels, and other advanced products. Their composites experience and talented employees support the global manufacturing and distribution of advanced composite materials.



"We were fortunate that we already had two years' worth of work with Orion under our belt before the COVID-19 pandemic hit. While we were surprised like everyone else, we leveraged the Orion framework and quickly developed a new plan of action. We view the ClearPath team as a valuable partner in our long-term success"

Justin Sparr, CEO ACP Composites

The Challenge

ACP operates in a fast-paced business environment with clients at the cutting edge of engineering and design. When the firm contacted ClearPath in 2017, they needed a way to create clarity across the organization, reducing internal friction, and enabling them to quickly respond to customer requests and changes.

ACP leadership was concerned that without rethinking and restructuring their approach to strategic planning, the firm would lack the resilience and dexterity needed to respond to rapidly changing customer requirements and market conditions.

The Solution

In 2017, ACP began working with ClearPath Business Advisors to implement the Orion Strategic Vision and Execution Program. The Orion program creates clarity and helps the leadership team define their departmental and team goals and focus on the most important priorities. In ACP's case, establishing and monitoring financial, operational, and personnel metrics allowed the company to respond flexibly and quickly to customer needs.

How It Works

The Orion program creates clarity by focusing on the company's values and vision, before establishing a set of 3-year goals and metrics designed to define the future of the organization. Leveraging the long term goals, leaders create annual and quarterly objectives and key results (OKRs). Once shared with the rest of the company, these goals are used to help divisions, teams, and individuals to align their activities.



"We move fast and make decisions quickly. This is a requirement of our industry and the Orion program has helped us apply discipline and structure to our business. The combination of our customer focused approach with ClearPath's disciplined approach has been a winner."

Jessica Sparr, COO ACP Composites

The Results

ACP's leadership team leveraged Orion to weather several complex challenges, ensuring the business was well prepared when COVID-19 struck. ClearPath helped ACP create clarity around the most important strategic initiatives and work with their customers to develop solutions which have helped the business through a period of uncertainty. ACP is already in a strong position with a clear plan for success as the world emerges from lockdown.

About Us

At ClearPath, we believe that business owners should create a healthy, sellable business whether they plan to sell or not. Everything that builds a sellable business, creates a stronger business and a more balanced life for its leaders and teams. Stronger businesses with balanced leaders are better able to survive the tough times and thrive in the good times.