



## *StructureTec*

### *Building Consulting Firm Finds Room to Grow*

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“Change is constant” is a common theme for Jeffrey Brittan, the President and CEO of StructureTec. Recognized as a Gazelle Company by the Michigan Economic Development Corporation in 2000 and one of the Michigan 50 Companies to Watch in 2009, StructureTec is continually changing. “You can’t be satisfied. You have to continue to improve your business to keep it on track to grow,” Mr. Brittan commented in a recent interview. In order to achieve their goals and to continue with their significant growth rate, which has been a weighted average of 20% since inception, StructureTec continually works on their business. To assist with this growth, StructureTec brought in the MI-SBTDC Growth Group.

StructureTec is a Building Envelope Consulting firm founded in 1991 to provide consulting services involving analysis and remediation of building structures. Their expertise in solving building water leaks, combined with their engineering experience brings clients cost effective solutions that improve building efficiency. The business is well-known for completing projects on-time and under budget. StructureTec’s corporate offices are located in Kalamazoo, but they also have regional offices in Detroit, Cleveland, Cincinnati, and Chicago.

The company is innovative delivering some specialized products and services to their customers. Their StructureScan™ division uses infrared technology to detect moisture and heat loss in buildings, not visible to the naked eye. This technology provides more detailed information and a deeper level of service to the client.

StructureTec started working with the MI-SBTDC in 2009. During their initial meetings, the company completed a Strategic Needs Assessment to determine the areas within the business that needed attention. After its completion, they identified that the company’s infrastructure as an area where the business could be improved. The leadership implemented several initiatives, but the one that they focused on the most was mapping their operational processes, including project management and communication. Mapping their process enabled managers throughout the company to see the impact of each step, with a tremendous impact on the company. Mr. Brittan believes that “the SBTDC was instrumental in establishing accountability with the managers through the entire process. This program has helped to take the organization to the next level of performance. The process was exemplary.” This work resulted in five new jobs, two jobs retained, and a projected



increase in sales and profitability in the coming year.

The MI-SBTDC Growth Group continues to work with StructureTec in looking at other areas of their business. Focusing on specific areas over the long term assists Growth Group clients with improving over time. Companies with the right focus and dedication will experience growth simply through their daily operations.



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