In the textbox below, write a 300-500 words addressing the following questions:

What is the strategic vision for your company? What is its organizational structure? What is your leadership style?

The vision for my home improvement company is to create a business that is agile, adaptable, and centered on the customer. Often companies in this industry operate with rigid plans and little flexibility, leaving clients feeling like bystanders rather than partners. I want to do things differently. My aim is to not only finish projects on time and within budget but also to make sure that clients feel involved and supported from start to finish. By working in short, manageable phases and inviting feedback along the way, the company can adjust to a client’s evolving preferences, reduce costly rework, and deliver results that truly match what the customer wants.

To make this vision possible, the company’s structure would be collaborative and relatively flat. Instead of a top-heavy hierarchy, small project teams would be assembled with the right mix of skills, designers, carpenters, electricians, and coordinators working side by side. These teams would be trusted to make decisions quickly and take ownership of the work they produce. Support functions like finance, HR, and marketing would play a supporting role, stepping in to provide resources and guidance when needed but never creating unnecessary roadblocks. In this way, the structure encourages accountability, speeds up decision-making, and builds a sense of shared responsibility for delivering high-quality results.

As for leadership I see myself as a servant leader with a transformational outlook. My focus would be on setting a clear vision, removing obstacles, and creating the conditions for the teams to succeed. Rather than micromanaging, I would work to foster communication, make sure resources are in place, and encourage teams to take initiative. At the same time, I believe in inspiring people with a bigger purpose. By emphasizing craftsmanship, customer satisfaction, and a willingness to innovate, whether through sustainable materials or smart-home technology, I hope to motivate employees not just to complete tasks but to take pride in being part of something meaningful.

At the heart of this leadership style is trust. I would maintain open lines of communication with both clients and employees so that issues can be addressed quickly and good ideas are always welcome. Recognizing individual contributions, encouraging professional growth, and creating a culture of shared ownership would keep teams motivated and invested in the company’s success.

In the end, my goal is to build an organization that is flexible enough to adapt, strong enough to deliver consistently, and people-focused enough to leave clients with more than just a finished project. I want every customer to feel that they were part of the process, every employee to feel proud of their work, and the company itself to stand out for its ability to combine adaptability with excellence.