



## INTEGRAL-GUDE

Since ICCC **127%** employee growth

ICCC constantly advocates to business owners the importance of committing resources toward creating a competitive advantage. Samuel Gude of Integral Gude, an affiliate of Gude Management can attest to that idea. He is the CEO of a construction project management company that has expanded substantially since the first of Gude's three experiences with ICCC. "One of the things we got from ICCC was to compete to be unique and to be the best, and not just the same old" said Gude.

With more than 30 years in the construction industry, Gude founded his own company in 2005. The company was on track for steady growth until the recession forced them to trim down. After his first participation in ICCC, Sam found the strategy sessions helped him understand how his company now had to compete to be unique in their industry. Gude Management couldn't just be the same old company anymore. Gude acquired a technology company that complemented his existing strengths and further enhanced his competitive advantage. The software allowed for efficient project management and a reduction of time required to address their clients' needs.

Gude went into ICCC the first time with an open mind and has found that through conversations with prospective investors, he has been able to use their constructive feedback to solve his business needs as they have shifted with new acquisitions and affiliates. Gude no longer concerns himself with resembling other companies, but with investing in building his business. He has positioned his business for substantial growth.

*"From ICCC we got how to be the best and not just the same old."*



**ICIC**

Initiative for a Competitive Inner City