

What good business is built on

Delnor Construction Group fosters an outlet for true collaboration

By Emily Pike



*Glenn Cyrankiewicz,
CEO of Delnor
Construction Group.*

A company needs to be united in its values in order to nourish the types of relationships that will bring about lasting partnerships, fostering collaboration and ultimately paving the path for the company's success – not just financial success, but the type of success where all parties have contributed and benefited from the relationship.

Long-term client partnerships, trust-based collaboration, personal interaction, and creating mutually beneficial outcomes are just a few of the core values that Delnor Construction Group holds sacred.

Delnor has a sizable market of potential, with offices established in Edmonton, Calgary and Kelowna. Glenn Cyrankiewicz, CEO of Delnor Construction Group, shares, "As we target clients for long-term relationship-building, we look for opportuni-

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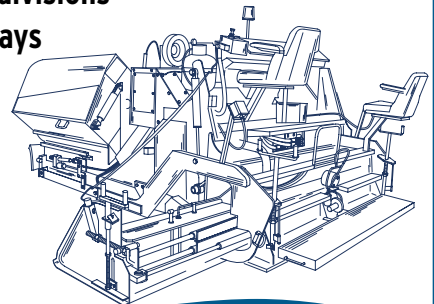
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The Executive Team of Delnor Construction Group.



Glenn Cyrankiewicz and John Vandenberg with Delnor site personnel at Health Facility site.



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ties beyond a single project. Ultimately, if you are going to invest the time to build the relationship, the client should have the opportunity to support a long-term commitment.”

Cyrankiewicz knows that in order to maintain the company’s focus – as a self-proclaimed relationship-oriented business founded by a strong partnership in 1983 by Ed Cyrankiewicz and Ron Hinz – some valuable lessons learned need to be passed on to the younger generations in the office.

“As we try to instil the values of what our business is built on to our newer employees, we teach them to build the relationships first and foremost and encourage them that financial success will follow,” he says. “If you try to push for financial success when the relationship is not the number-one priority, it ends up being a very short-term endeavour.”

It’s not just about building the relationships that allows for partnerships and collaboration to flourish. It is also about keeping

those relationships healthy for long-term benefit, as Cyrankiewicz shares.

"Relationships are challenging to build, but if something goes sour, it's twice as hard to restore it. It takes a lot of work to deal through the issues that arise, but it's more work to rebuild the trust once it has been fragmented," he says. "You have to maintain proactive communication or those relationships can turn sideways!"

Cyrankiewicz explains one of the major lessons they have learned. "A strong relationship will follow your business," he starts. "Our experience has been that a relationship transcends though various avenues of change. A relationship built with an individual may change from one organization to another or change within business sectors, but if that relationship is strong, it will carry through for the years to come and may have impact to future opportunities."

Delnor holds true the principle of success - creating win-win outcomes, with the mutual benefit of all parties as the goal. Cyrankiewicz relates that if you focus on long-term value and benefits rather than short-term gain, it will be reciprocated and success will be the result.

"Our competitive advantage is the understanding that we have to earn the trust of a client, and to do that, we can't necessarily pick and choose the opportunities we go after," he says. "Sometimes we have to do the tough, dirty or small job because we want to access the larger opportunity down the road - but we must earn that!"

"We want to prove our commitment to retain that client's business for the long term. Even something as simple as hanging a door for a client; if we forgo that task, then what are the odds that client will call us when they have a more substantial opportunity?"

The notion of doing something that "pays down the road" takes time and patience to understand and appreciate by the very nature of the lesson. As Cyrankiewicz shares, "Not everyone in our organization has seen the benefits of this lesson, but over time they will see the value of the principle. Clients appreciate this, which in turn, reaps loyalty."

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Delnor personnel at Telus Toll job site.

One Delnor relationship that has stood the test of time is with the Edmonton Construction Association (ECA). Cyrankiewicz explains how the relationship has evolved in the many years that they have been members.

“Back when the company was founded, our relationship with ECA was very different. Everything was hard-copy plans and their plan room was the place where you got access to drawings clients posted their work exclusively. The construction association was a place to meet and collaborate,” he shares. “We hardly use hard copy plans anymore, so we needed an electronic solution – a place for doing all of our plan distribution and invites to our partners. In seeking a solution, rather than involving a third-party, we engaged and collaborated with the Edmonton Construction Association who made Infinite Source available to Delnor. An instrumental part of our business, notifying and distributing infor-

mation to our subtrade network is the life blood of our business.”

That is just one of the many services offered through ECA that Delnor benefits from. Education and training to the Young Builders Group are other aspects that members are fortunate to take part of.

Cyrankiewicz happily relates, “We are appreciative of the Edmonton Construction Association and everything they do for the local industry. They are a model construction association in the country that makes up a very strong part of our business.”

Final words of advice offered by Cyrankiewicz for building effective and lasting relationships: “Obtaining the level of trust that will outlast a single project takes time, effort and patience to build. Once achieved, it is an outlet for true collaboration to happen, and this will set the stage for a lasting relationship bound for success.” ★

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