



Managing risk and  
scaling through good governance.

## Challenge

Given that the shareholders considered themselves 'green' from a governance perspective and in running a multi-business environment, Blue Willow Group was looking for assistance in setting up processes and structures that would allow them to scale the businesses they had invested in while managing the risks.



**BLUE WILLOW**  
GROUP

[bluwillowgroup.co.za](http://bluwillowgroup.co.za)



## Solution

As **Blue Willow Group** was making large investments and taking big strategic steps, they had Sirdar Appoint assist them with finding the right fit in terms of chairman and director for Invincible Valves.

## Value

The combination of Sirdar's methodology, recognised personality profiling and market reach **led to the appointment of an independent chairperson and executive during a time of rapid change.**

## Client Profile

**Blue Willow Group** was founded in 2012 and is the holding company for several varied operating entities in Cape Town and Gauteng, namely Invincible Valves, Blue Willow Aluminium, Plantation Shutters and Blockhouse Shutters.



While the independent chairperson and director provided by Sirdar do not have specific industry knowledge, having them alongside me as Group CEO at the table means that there are three board members who are not directly involved in the day-to-day and, as a result, we provide a far better strategic sounding board for moving the business forward. "

*William Duk, Blue Willow Group CEO*



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[sirdargroup.com](http://sirdargroup.com)