

Spirited Culture Underpins Business Success

Divirsus Construction, LLC

In an industry of big machines, towering steel and heavy cement, construction workers often feel like footnotes in a much larger story. But to Seanlai M. Cochrane, CEO and chairwoman of Divirsus Construction, LLC, the workers who bring complex blueprints to life aren't incidental to a project's success; they're instrumental.

That is why Cochrane, since taking the helm in 2009, has worked hard to build a culture that nurtures and inspires happy, confident, dedicated employees. The reward for her efforts: a growing, thriving, award-winning business admired by employees and clients alike.

"Our tagline, 'Different by Design,' is doubly meaningful," Cochrane says. "It not only signifies a departure from the typical 'feast or famine' construction business model, but it also captures our commitment to helping all employees achieve their personal best."

Inc. magazine recently ranked Divirsus—an 8(a)-certified minority- and women-owned small business—#5 among the Top 100 Oklahoma Companies, #27 among the Top 100 Construction Companies and #884 on the Inc. 5000 list of America's fastest-growing private companies.

'Two Guys in a Truck' Find New Route to Success

In her previous professional life, Cochrane was a highly successful real estate agent. She and her partner were the top-selling team in Oklahoma.

But her engineer husband's fledgling construction company—what Cochrane



AS A CORPORATE CONSULTANT, CEO IS IN DEMAND

Seanlai M. Cochrane is an accomplished speaker. In addition to her leadership role at Divirsus, she serves as a corporate consultant and keynote speaker engaging large groups to challenge and expand their views in order to improve workplace dynamics and strengthen companies.

now refers to as "two guys in a truck"—needed a boost on the business side. Cochrane, with her keen business acumen and communication skills, took charge and plotted a new course for smart growth and serious profitability.

"For me, construction was a far-removed space," she recalls. "But bringing people together under the same banner, with shared goals and values, is something I have a passion for. It's an infectious attitude. Both internally and on site, we're defined by our passion for the job."

A National Competitor With a Decisive Edge

For its first major client engagement, Divirsus provided residential construction for Balfour Beatty Communities on Tinker Air Force Base and several other

bases across the U.S. Today, the company serves the construction needs of diverse government entities in multiple states, and its commercial client base—featuring names like Balfour Beatty, Anheuser Busch and Corvius—is growing rapidly.

Word about Divirsus is spreading fast, Cochrane says, thanks to the caliber of its people. "What I hear from construction managers and clients is that our teams are the easiest to work with," she says. "If you do the right thing and make people feel valued, you have great employees. It's that simple."

FPO
Divirsus