

kitchens, vanities, walk-in closets, and built-in entertainment units.

Meanwhile S.M.G. Construction, Ginns’ other company, has been responsible for building and/or renovating high-end, custom homes in Lyford Cay, Old Fort Bay, Albany, and the Ocean Club Estates. The company has also completed several commercial projects—including a state of the art laundry for the Baha Mar project, an equestrian estate, the Mahogany House Restaurant, and Old Fort Plaza.

In 2015, Business View



Magazine spoke with Ginns several months after a large fire had destroyed the entire mill-work building and its offices. Since then, the company has been in recovery mode, hoping to use the loss as an impetus to build a bigger and better operation.

Recently, we caught up with Ginns to find out what direction the company has gone over the past few years. Ginns explained to us that he decided to separate the two companies in order that each grows on its own merits. Through the hardships, he real-

ized that in order to have 100 percent customer satisfaction and create a culture within the business, introducing a leadership program was necessary.

The organizational culture that Ginns speaks to refers to the beliefs and values that have existed in the organization over a long period of time, and to the beliefs of the staff and the value of their work that will influence their attitudes and behaviors.

Therefore, Ginns states, “It is essential to understand the relationship between this organizational culture and leadership behavior to strive for the greatest satisfaction of both employees and customers.”

After much research and passion in expanding his knowledge regarding leadership values, Ginns came to the conclusion that “when good leadership is in place in a company, it can be felt throughout the entire organization. With good leadership, corporate culture isn’t forced, it’s developed. Working with the upper management, the foremen, and our staff, we’ve been able to focus on suitable leadership for every individual and the progress of creating a vision through which we have begun to see beneficial changes within our business.”

In an effort to continue these values, Ginns hired Kenny Cargill, a Motivational Leadership Director. With his background in business, as well as public relations, Kenny was brought on as C.O.O. (Chief Operating Officer) of S.M.G



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