

RANDOM THREADS MEMBER SPOTLIGHT



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There is a lot to consider when running an organization today, in our case especially, being a fastener distributor, importer and manufacturer. I can't say that the fastener industry is unique, however if you are in the fastener industry, you know what I mean. When you pile on the complexities of running a fastener organization, managing the multiple generations currently in the marketplace, and continuing to provide additional value to your customers, it gets complicated quickly. That is why I believe that to be in small business today, you must make the leap to a modern distribution company, especially if you are in California. Below are five ways that we have succeeded over the last decade in our attempt to become a modern distribution company.

STRENGTHENING OUR CULTURE

Company culture has been a business media buzzword for quite some time. It takes on many forms often resulting in values and mission statements getting put on the wall and forgotten about. That is not what I am referring to. Company culture is a real living organism that changes and can thrive if cared for. It must be talked about regularly. At ITP, we live our values, we don't just review them. Each month, we hold an all-hands company meeting where I or another senior team member discusses our mission, purpose, and vision for the organization. We talk about living our values and what it looks like to embody them. Management teams use our values to communicate clearly. Lastly, navigating the multiple generations in the workplace through appropriate communication and having candor: defined as the quality of being open and honest in expression, or frankness (which is one of our core values)

TECHNOLOGY

There are endless options in the marketplace today that all claim to provide the next best tool that everyone needs. We have certainly had our fair share of expensive technological failures, mostly with software. We have found most success with leveraging software for analysis and automation. Analytic tools have worked extremely well for us if we remember to keep it simple. Make the software work for you, not you work for the software. Our knowledge gap has diminished due to leveraging analytics in a simple and efficient way. As an organization, we are in the process of automating internal processes with software and the early-stage results have been exceptional.

ACCOUNTABILITY

Accountability and goal-setting are critical for success in a modern distribution company. Team members are expensive, and, if they are not focused on the goal (in the right role) and driving results for your organization, your prospects of winning decrease significantly. We believe that what gets measured gets done. Therefore, every department has goals, performance plans, annual plans, and they are held accountable to deliver results.

HARD WORK

Be honest with everyone who walks through your doors: if you don't like to work hard then this place is not for you. Some people enjoy the satisfaction of working hard and winning. We employ those people. Over the last 20 years, it has been an honor to lead and work alongside ITP's incredible team members as we all work incredibly hard together. It feels even better when you win!

PICK UP THE PHONE

Email and smartphones have created a serious communication gap that only has one solution: pick up the phone. Human beings are naturally designed to communicate with each other. Tone and emotion cannot be understood effectively through email. Customers need to know that they are going to be taken care of. Trust must effectively be given and earned. Long-term relationships must be forged by trust, and all forms of communication must be administered. However, when in a critical situation, it is my belief that you must pick up the phone and speak with your customer.

If you would like to know more about how we have succeeded and failed in our attempts to become a modern distribution company and manufacturer, please give me a call.