

Connector

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Recruiting Your Offensive Team

In the December 2008 Newsletter, Richard Dennis, President of Die-Tech, revealed the company's strategy for thriving during an economic downturn. "A good defense is not enough," he said, relating to the game of football. "The way we will get through the recession and prepare the company for dramatic growth as the nation comes out of this crisis, is to be certain we have effective systems, people, and processes in place. After all, being on the offensive scores points."

Dennis says that they have identified four critical success factors. One of these is to embrace continuous process improvement. "An organization committed to process improvement will foster a culture of change in which every employee feels energized to do the right things in the right way, consistently."

Ryan Wertz is the Production Manager at Die-Tech and an advocate for process improvement tools. Managing a production department that is committed to process improvement, he says, is much like coaching a sports team. "In sports, goals are clearly defined and scorekeeping is visible for everyone to see. These same principles apply to our work," relates Wertz. "Everything we do in athletics is absolutely and totally goal directed. If you took the goals out of any sport, you would remove the most significant aspect of these pursuits. There is something inherent in us to want to do things better, faster, higher, longer – and to be the best."

Wertz contrasts the attitude of his employees with characteristics of athletes. His entire staff has gone through some phase of [lean manufacturing](#) training and they, like athletes, regularly look for ways to enhance their performance and improve outcomes. They map, measure, assess and analyze. They plan, do, check, and act. "The concept of continuous improvement has become part of our common vocabulary." Wertz relates that this pursuit of perfection



touches every functional aspect of the business: product design and development, engineering and manufacturing.

Wertz holds daily "scorekeeping" meetings with his production staff on each of three shifts and as in sports, the goals set to serve customers are posted on a white board for all to see.

Will [continuous improvement](#) help Die-Tech thrive during an economic downturn? Wertz thinks so and he offers statistics to prove it. "Scrap rates have been the lowest in over 30 years. We have so few customer returns it can't be measured. Production lead-time has been reduced by 75%. A finished die, which used to take sixteen weeks, can be produced in as little as four weeks."

Are you on the offense, looking for ways to improve your processes? Is your current stamping supplier a star on your team or just another second-string rookie? Perhaps it is time to recruit a better performer for your supply chain by contacting Die-Tech today.

Ramping up your offense? Call our engineering hotline at
1-888-89-STAMP (1-888-897-8267)
and speak with a product development engineer to
find out how Die-Tech can assist.

For further information: Website: www.die-tech.com Phone: 717 938 6771 Email: stamping@die-tech.com