

Situation

Velocity Metalworks provides full-service tool & die, metal stamping, fabrication, and contract manufacturing for tier 1 and OEM manufacturers of some of the most demanding products and industries. Founded in 1970, they have partnered with clients to provide creative metal fabrication solutions to the most demanding challenges, in the most demanding industries. After merging two businesses together and rebranding under one name, the leadership team identified the need to obtain quantifiable feedback from their workforce on how they felt about the organization. The timing provided a good opportunity to be transparent about organizational change, and to further their strong company culture. This desire was to get assistance to receive candid feedback from employees on the current state so the leadership team could identify opportunities for ongoing improvement.

Solution

Recognizing the need to engage all their employees in establishing a strong, unified culture, Velocity Metalworks approached IMEC in June 2024 for assistance. IMEC worked with the company to define what they wanted to learn and developed a plan to gain feedback regarding employee engagement. IMEC collaborated with AAIM Employers' Association to create a solution meeting the client's needs. AAIM is a trusted partner that provides customers with high-quality HR tools, resources, and services. A detailed survey of all employees was undertaken, and results were presented to the company leaders. The areas where the strong culture could be improved were identified and the leaders collaborated with the facilitator to develop an action plan to make improvements.

This project significantly benefited Velocity Metalworks by providing insight into the factors driving and hindering positive employee engagement. Based on the results, the Leadership team established a "Culture Team" comprised mainly of operators from the 2 facilities. They have been developing a prioritized list of actions to increase the engagement as well as to help drive change within the organization. As a result, Velocity Metalworks has developed a strong understanding of the importance and value of a strong culture within the business, and continues to look for additional opportunities to foster a more positive and productive work environment.

Results

- New Sales: **\$250,000**
- Retained Sales: **\$1,000,000**
- Jobs Retained: **5**
- Total Cost Savings: **\$950,000**

"By understanding where some of the concerns are regarding employee engagement, we can really target how we improve and where we focus. This is extremely helpful."

Brian Wort, President / Owner, Velocity Metalworks