

## LEADERSHIP DEVELOPMENT TRAINING IMPROVES MANAGEMENT, TEAMWORK

**ABOUT COATEX LLC.** Coatex, founded in 1971, is one of the world's leading producers of rheological additives for aqueous formulations. These high-performance additives are used all over the world in a wide variety of applications, including mineral processing, paper, paints, and other industrial specialties. Coatex's success stems from its continuous research efforts; the company offers a range of standard and custom-made formulas, and numerous patents protect its exclusive innovations. Since October 2007, Coatex has been a subsidiary of Arkema Group. The company is based in Chester, South Carolina, and has around 50 employees.

**THE CHALLENGE.** Coatex was looking for a way to engage its employees, particularly the Front Line Managers. Company leaders wanted to ensure that Coatex supervisors and team leaders had the essential skills required to accept responsibility for improvement, communicate effectively, develop teams to involve their people, delegate responsibility, and train others. They decided to contact the South Carolina Manufacturing Extension Partnership (SCMEP), a NIST MEP affiliate, for workforce training assistance.

**MEP CENTER'S ROLE.** After analyzing the company's needs, SCMEP recommended the Effective Leadership Development program for Coatex managers. This program helps managers to motivate people to a higher level of productivity, accomplish more through time management, learn the art of delegation and giving direction, exercise authority effectively, handle and prevent problems with people, and develop the potential of people. Coatex managers participated in the 10-week program for two hours per week, beginning with a pre-course expectation setting, course kick-off, and goals workshop. Following the initial meetings were a series of interactive training sessions. The program impacted teamwork across the plant as employees learned to collaborate and motivate each other. Coatex is now continuing with the next step, SCMEP's Effective Team Development Program.

**"We have always looked for opportunities to get our employees more engaged. One thing we noticed after going through the program is that employees are collaborating and helping each other out. That is where SCMEP's program has helped our Front Line Managers actually work together with a common goal of making the company better. We liked the training program so much that we are continuing with the Effective Team Development program for all employees. The program is excellent."**

-Raj Bhadauria, Plant Manager

## RESULTS



Managers participated in **10** - week training program, 2 hours per week



Employees now collaborating and assisting one another



Working together with a common goal, motivating team members to a higher level of efficiency

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