

MASTERING LEADERSHIP AT PREMIER PRESS

ABOUT PREMIER PRESS. Premier Press is a privately-held, women-owned creative production company located in Portland, Oregon, with approximately 180 employees. In business for over 48 years it specializes in offset, digital, and wide format printing for oversized graphics; POP displays and marketing materials; direct mail campaigns; and custom packaging for influencer marketing kits. OMEP, part of the MEP National Network™, has assisted Premier Press with transitioning to its current building, operational improvements, recruitment, and leadership and management development.

THE CHALLENGE. The company had made great strides in its culture initiative and was seeking a solution to provide middle managers with additional tools to better engage and motivate employees. It also wanted to improve the working relationship between the sales and production functions. Leaders recognized that as the company continued to grow, it would only increase the importance of instilling the desired culture throughout the company.

MEP CENTER'S ROLE. OMEP delivered the Mastering Leadership by Leveraging Behavior workshop to the company's management and sales teams. This workshop, delivered in two half-day sessions, helps employee groups and management teams deepen their understanding of individual and collective behaviors, unique strengths, decision-making preferences, and leadership and communication styles, and the impact of these behaviors on job satisfaction and success. With ProScan assessment as the foundation, this workshop provides tools and methods for opening dialogue, creating awareness, and building synergistic teams. Prior to the workshop, participants completed a ProScan survey and private review of their comprehensive report with the workshop facilitator to validate results and provide a foundational understanding of the various traits and report content.

The workshop opened leaderships' eyes and helped everyone understand that having different styles and approaches isn't necessarily bad, providing information and tools to improve professional interactions, employee engagement, and talent retention. After experiencing the value of this assessment, company leadership became invested and two employees became certified to administer an assessment system. Premier Press now utilizes the assessment during recruiting and onboarding, internal transfers and promotions, and conflict resolution. The assessment system is integrated into their engagement survey process to ensure they are considering different work styles and motivators, and in their performance reviews, to better understand how best to work with and support one another. Ultimately, this workshop helped with employee recruiting because potential employees talk about the positive attitude and culture during their visits to Premier's facility. The change in culture has also retained existing skilled employees.

"OMEP's project work helped with employee recruiting as we have that potential employees have talked about the positive attitude and culture 'witnessed' during their visits to our facility. Also, we have heard that the change in culture has kept existing skilled employees with Premier."

-Chris Feryn, President

RESULTS



50% increase in employee engagement



5% increase in sales per employee



50% decrease in measured quality issue (\$500,000 yearly savings)

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