

SOUTHERN ILLINOIS MANUFACTURER STRENGTHENS CULTURE

ABOUT VELOCITY METALWORKS - HOFFMAN SITE. Velocity Metalworks provides full-service tool and 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.

THE CHALLENGE. With the recent addition of the Hoffman, Illinois site, the leadership team identified the need to obtain feedback from their 17-employee workforce on how they felt about the organization. The timing provided a good opportunity to be transparent about organizational change, and to develop a 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 improvement.

MEP CENTER'S ROLE. Recognizing the need to engage all their employees in establishing a strong, unified culture, Velocity Metalworks approached IMEC, part of the MEP National Network™, in June 2024 for assistance. IMEC worked with the company to define the companies desired changes, and developed a strategy for employee engagement. IMEC collaborated with AAIM Employers' Association to create a solution meeting the client's needs. AAIM is a trusted partner that is dedicated to providing 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 gaps to achieving a strong culture 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. The prioritized improvement opportunities led to enhanced engagement, and the workplan provided a clear path to drive change within the organization. As a result, Velocity Metalworks was able to attract quality candidates, retain current employees, and foster a more positive and productive work environment.

"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

RESULTS



5 jobs retained



\$1,000,000 in retained sales



\$950,000 in total cost savings



\$250,000 in new sales

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