

## Case Study: Doran Manufacturing - Member Alignment Profile (MAP)



**“After researching a number of options for business advisory services, peer networking and leadership development, I found the focus and cost-benefit of the Goering Center to be a home run.”**

**- Jim Samocki**

### **Member Industry:**

Manufacturing & Technology

### **What they were looking for:**

Professional development resources and tools for newly named president

### **Why the Goering Center:**

Focus on private and family-owned business and the Superior ROI

### **How have they engaged:**

- Member Alignment Profile
- Peer Roundtable (Jim Samocki)
- Leadership Development Institute (Andre McCaster)
- Webinars

Doran Manufacturing, a Cincinnati supplier of tire monitoring systems for fleets and off-the-road equipment, and manufacturer of Sleeping Child Check monitors for school buses, joined the Goering Center in August 2020.

Doran and Osborne Coinage are sister companies owned by two brothers, Jeff and Todd Stegman, who named Jim Samocki and Andre McCaster to take over the leadership role of presidents of the two respective businesses in June 2020.

After taking over the roles, the two new presidents identified their need for good resources to provide them with tools to help develop their leadership skills and the talent on their teams. Both Mike Sipple, Jr, President of Centennial Inc and Pam Beigh, President of SalesCORE, two members of Jim's own trusted network, independently referred him to The Goering Center.

Soon after the companies joined as Core Members, Jim became a member of an Executive Roundtable group and Andre opted for the Leadership Development Institute. In addition to participating in relevant webinars, Jim chose to utilize the Member Alignment Profile (MAP) assessment to gain valuable feedback from the members of his Doran team.

**“How can you fix something if you don't know it's happening?!”**

The Member Alignment Profile (MAP) is a service offered to Goering Center members based on a survey of the **10 Best Practices** of enduring, prosperous family and private businesses. The survey is completed by all those who are important to the success of a business: the owners, key executives, key employees, and is designed to highlight best-practice areas that would benefit from additional focus and attention.



***“We believe in the spirit of continuous improvement at Doran” says Jim, “and participating in the MAP assessment puts your skin in the game.***

***The data summary and report help to validate what you think and (more importantly) identify areas where you may be missing the mark.”***

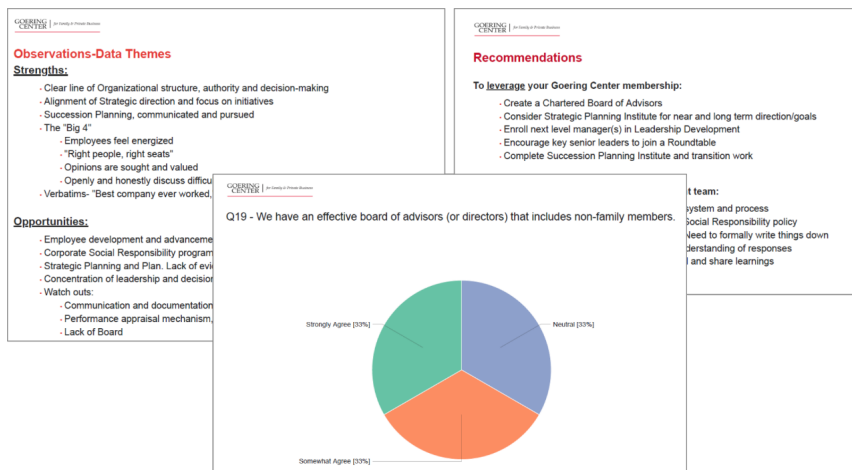
Jim Samocki, President

Like everyone else in a position of responsibility, Jim had to overcome a certain amount of trepidation. It can be difficult to obtain truthful and honest feedback, especially if it is negative. However, one of Jim's favorite leadership books, *Run Improve Grow: Your Roadmap from Firefighting to Bold Business Growth*, by Ray Attiyah, provided motivation to better understand the challenges of the frontline leaders on his team.

Prior to participating in the Goering Center's MAP Assessment, Jim and Doran had executed two other employee surveys in recent years, which both proved to be underwhelming experiences: the surveys were expensive, not truly anonymous (as claimed) and the results were only partially shared and proved to be self-serving for the consultants to justify their work.

***“The results of our MAP survey were compiled, analyzed and presented to us in a timely manner and showed how we ranked with other private or family-owned companies. They revealed some areas of improvement that were very important to our team, which allowed us to act on them and make a difference.”***

***- Jim Samocki***



“The survey itself took 10 minutes so it didn’t take away from employees production time, and the results were presented in a very clear and useful format: they gave us the ‘so what?’” explained Jim Samocki. “Fortunately for us, the majority of the results were as we had anticipated, which reinforced our efforts. I highly recommend the MAP Assessment to any leader looking to efficiently and effectively understand how their people feel about their company.”

As a result of the MAP, Jim and his leadership team compiled their list of strengths and OFIs– Opportunities for Improvement, i.e. actionable items the company would pursue – and presented these results to the employees, exhibiting leadership team alignment and goals based on the feedback of the employees.