

Metals Your Way

“Now, we’re not just a more profitable company,
we’re a more valuable company.”

Chris Hovan & Damorow Jones

Owners, Metals Your Way
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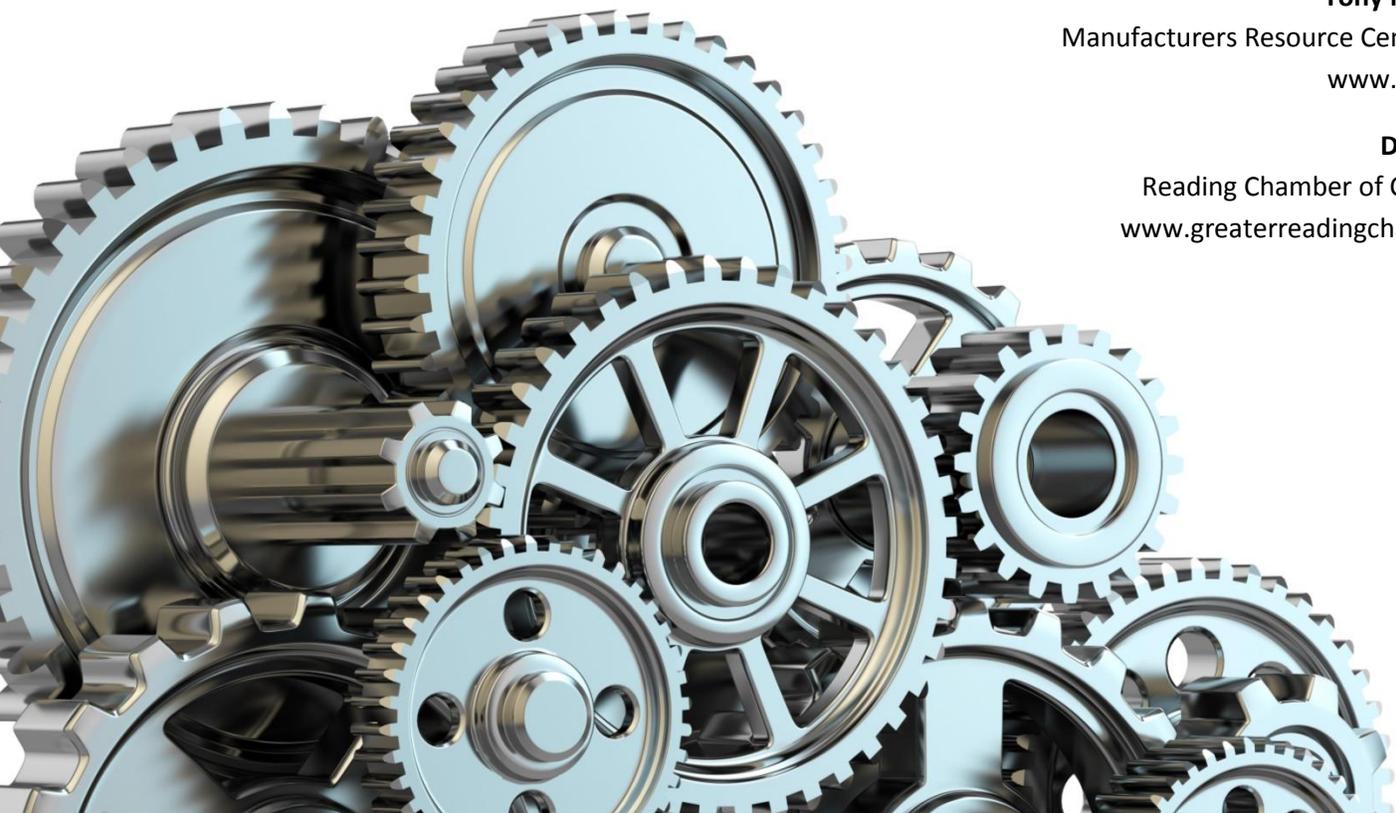
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CASE STUDY

Employees Turned Owners: Working On The Company, Rather Than In It



Metals Your Way is a material project management firm providing services and products, primarily to the steel manufacturing industry. They serve their clients' metal manufacturing needs, supports, controls and supplies.

The current owners of Metals Your Way started as employees; neither had an owner/CEO background. They knew from the outset that a different perspective and parameters were necessary to succeed as owners.

They found that different perspective in CoreValue, which gave them a framework to work on the company, rather than simply in the company.

"Knowing what drives business value was obvious at the highest level, but as new owners,

we needed to know all the components of every driver, and where the company stood relative to each. We couldn't know where we were going, or how to get there, until we knew where we were at. CoreValue allowed us to easily look at our company through the eyes of owners. It showed us what to focus on to confidently achieve sustainability and scalability."

After the initial CoreValue assessment, specific improvements were introduced to improve company culture, institute various procedures that were lacking, increase documentation of all processes, and foster communication throughout the company.

The owners tweaked pricing and instituted vendor contracts, which didn't exist prior. "CoreValue made us realize we had buying power, so we negotiated vendor contracts that benefited us."

CoreValue gave the owners knowledge, organization, power, and continuity – and helped align them around the common goal of success.

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