



Real World Results – Case Study 1

Domeny Tool and Stamping

Domeny Tool was having a real crisis. Marge Domeny, CEO, is a Certified Woman Business Enterprise and the only woman-owned company of its type left in America. Her banker, CPA, and attorney told her to close her doors. Over 50% of the companies in her industry have gone out of business since 2002, and she was witnessing many friends and colleagues filing for bankruptcy. Her company faced a variety of problems across the board:

Losing key customers

Facing tight cash flow

Low employee morale

Inconsistent productivity

Increasing customer demands

Competition from low labor rate countries

Rising raw material prices

Seemingly attacked from all sides, Marge was seriously considering closing down after 40 years in business—but she decided to fight back!

Educating, Empowering, Transforming

Marge attended a Cycle-of-Success Institute workshop at the Woman's Business Development Center in Chicago. After the workshop, she decided that she must take immediate action and bold steps to save her company. She decided to try the COSi one-year improvement program. She was skeptical, because she had tried many times to turnaround her company and nothing had worked. Her goal was to restore her business and to protect 30 jobs and, in turn, to keep those families that relied on Domy Tool as their employer. In the first month, she learned to create a specialized team of employees to identify costly problems that needed solving. Marge assembled the team using the tools taught to her in the COSi workshop and the weekly coaching.

To her surprise, the team identified over 100 costly problems.

After using the COSi approach to prioritizing, the most important problems identified were poor shop floor layout, slow machine setups, excess obsolete and work-in-process inventory, old die storage, substandard tool room organization, disproportionate shipping department errors, flawed communications—and more. In total, **these problems were costing the company over \$600,000 per year in lost profits and \$1,000,000 in top-line growth opportunities.**

The first goal was to solve the critical problems that would quickly influence sales, profits, productivity, and customers. By the 3rd month in the COSi program, Marge and her team had learned a clear methodology that rapidly solved her problems using targeted teams specifically designed for the tasks. She had her employees start solving the top three problems first. Launching three teams with the mission of finding new ways to innovate and correct their assigned problem, each team followed a prescribed procedure. In order to ensure the continuation of the prescribed solutions the teams culminated their duties by writing new standard operating procedures describing the new way of doing each job or task. The employees felt empowered that they could make things better and moral shot up quickly. Marge noticed that employees were excited about having the ability to come to work and make a positive difference in strengthening the company.

Educating, Empowering, Transforming

What were the results after implementing COSi's training?

Continual improvement and innovation became a way of life at Domeny Tool. The company graduated after one year with the tools and confidence to make big things happen. Her customers noticed a difference in quality, delivery, and responsiveness.

- Sales increased by 35%.
- The bottom line increased by a record 600% (yes that is 600%--no typo)
- Productivity doubled
- Employees are constantly making improvements
- Production volume increased by 100%
(without having to invest in more equipment or expand her building)

She is now a leader in her industry. She has a much better quality of life.

Domeny Tools continues to utilize the Cycle-of-Success every day.

Sales increased 35% • Bottom line increased a record 600%

Educating, Empowering, Transforming



Real World Results – Case Study 2

Busy Beaver Button Company

In 1995 Christen Carter began her very own button company in Bloomington Indiana, called Lil' One Button Company. Soon she began to realize that buttons were a hot commodity, so she began her search for a better establishment. She moved to San Francisco, California, then to Chicago, IL, establishing her company under the name Busy Beaver Button Company.

After the first few years of growing the fledgling button company, she realized that there were many challenges within the company that she needed to solve quickly, but did not have a handle on how many or how to solve them.

They included:

- Trouble keeping up with orders
- The need to work efficiently and smarter
- Making sure orders were delivered on time
- Hiring family members needed special attention
- Working six days a week, she was becoming exhausted
- She needed to define responsibilities for her workers (and her)

She was keenly aware that these problems were costing her thousands of dollars every year.

Educating, Empowering, Transforming

With the Cycle-of-Success Institute, she started a workshop with her employees that taught them the proper small-business tools to identify these everyday challenges. The first was to create a Problem Identification Team, identifying internal and external problems. **Cooperatively, the PIT team found 55 major problems** costing Busy Beaver. They also reviewed a complete financial analysis provided by COSi that:

- Gave the employees an understanding of how big the industry is and how much growth was available
- Identified that they can all work together to identify growth opportunities
- Showed issues in the company's profitability

Once Busy Beaver's Problem Identification Team chose a problem (Internal order and information flow), they started a targeted project to create a key Standard Operating Procedure (SOP). Within this project:

- They improved and institutionalized an internal order form allowing a clear definition of each order
- Upgraded delivery forms and check lists

Completing the standard operating procedures, they took on their next project utilizing their COSi-developed action teams. Never looking back, Busy Beaver has been implementing the COSi Action Team tools to this day.

There is no doubt that the *Cycle-of-Success* methodology:

- Made a big impact on the company's productivity
- Helped to solve a number of costly problems, quickly
- Created better customer service and focus
- Saved money by the thousands just by tackling the 55 problems they had listed

Educating, Empowering, Transforming

Before coming to COSi, Christen Carter did face many challenges. Since she graduated from the institute, she has been continually challenging and solving problems as they arise. She has learned that profitability is very important in order to provide better service, lower cost, and create better pricing. In turn, this grew the demand for her business.

She is certain that COSi is the place to receive instruction on how to use small-business management tools to make any business run efficiently without wasting time and money. COSi taught her the best business models on how to document and analyze problems, and helped her teams to focus properly to make the company better.

What were the results after implementing COSi's training?

Two years after graduating, Busy Beaver Button Company has increased sales by over 50% and has hired 4 more employees.

Better Service...Lower Costs...Better Pricing: Increased sales over 50%

Educating, Empowering, Transforming



Real World Results – Case Study 3

Freedman Seating Company

In 1892 Hyman Freedman, an award winner of the Columbian Exposition in Chicago, began a company that created cushion seats for horse drawn buggies. Today, after over 100 years, Freedman Seating manufactures seating for small and large busses, heavy-duty transit vehicles, vans, commercial vehicles and more. In fact, if you have ridden on public transportation, you have probably sat on one of their seats! Freedman Seating is still a family-owned business, with Craig Freedman running the company. *Understanding that only with change can a company survive*, Craig realized that his company was beginning to face many challenges that it was not prepared for, including:

- Stiff competition from overseas
- Difficulty in getting employee commitment
- Making sure everyone was doing their job correctly
- Wasted time and dollars due to high employee turnover
- A lack of standardized procedures for the employees to follow
- Identifying and prioritizing issues needing to change to ensure their survival

In 2006, Craig started the Cycle-of-Success program by attending a workshop that showed why small businesses struggle today. Starting with the COSi Problem Identification Team and utilizing both the Employee Surveys and the Profit Performance Review, the employees became very creative in identifying the actual problems within the Company.

Educating, Empowering, Transforming

In fact, they found over 140 costly problems within the company. Some problems included:

- Lack of customer focus
- High volumes of production mistakes
- No process to identify new improvements
- Employees not following the established operating procedures

*Utilizing the Cycle-of-Success Tools and Methodology
140 Problems Were Identified*

What were the results after implementing COSi's training?

One year later, Freedman and Company has achieved record top and bottom-line growth.

Craig said, "The **Cycle-of-Success Institute was the key to our growth.** It was important to make the Cycle-of-Success a part of our culture. We have learned to work together. COSi helped us solve 30 key problems this year that will greatly enhance our profitability. We believed for a long time that the problems would just go away, but **by working with COSi we took action and resolved many issues.** We then learned to develop a new culture; we were given the tools for continuous development. Upon our one-year graduation, **we realized that COSi did transform our company**".

*30 Key Problems Solved
Contributing to Record Top and Bottom-line Growth
PLUS
Total Company Transformation*

Educating, Empowering, Transforming



Real World Results – Case Study 4

Indiana Carton

Indiana Carton is a packaging manufacture and distribution company that has been in Kenneth Petty's family for over 70 years. The Company produces packages for numerous products including bakery goods, industrial services, and other items in the retail market.

Like most companies, Indiana Carton was working harder for the bottom dollar, but they were not seeing the results that they were looking for in the business. Before Kenneth started the Cycle-of-Success program, he faced many challenges, but did not have the resolution for those problems. However, that started to change when Indiana Carton started the Cycle-of-Success program. Even from the initial month, they began identifying their actual problems. They were able to tackle some of the issues that were holding back the company.

During the first COSi-assisted meeting, COSi coach, Kenneth Petty, and selected employees sat down to discuss the problems concerning the business with a structured Problem Identification Team. They then used proper problem prioritization techniques to come together on how to make the business work in their favor by eliminating some of the major problem areas they found. Some of the problems that they found were:

- Poor working relations with customers
- The need for streamlining the business
- Taking on the wrong types of business
- Competing poorly with the Competition
- No clear definition of job responsibilities
- Losing time on the back-end of the business
- Lack of Communication among the employees

Educating, Empowering, Transforming

What were the results after implementing COSi's training?

As experts in helping small businesses succeed and overcome daily challenges, The Cycle-of-Success Institute (COSi) helped guide Ken's company through a series of steps to make the company more efficient and profitable. Indiana Carton became creative in finding ways to make their business more successful by focusing on:

- Turning unprofitable business away
- **Cutting overtime within the Company**
- **Improving shipment and delivery time**
- **Increasing production (22% in the first year)**
- Implementing a Standardized Operations Manual
- Regaining focus for the future of the business
- Communicating precise job criteria and defining responsibilities

The Cycle-of-Success Institute has been a major contributor of the Indiana Carton Company's success. Without this program, Kenneth Petty's Company probably would not have been able to solve their issues alone. **COSi has helped the Indiana Carton Company improve, achieve better business, and raise their top and bottom line of the business.**

Cycle-of-Success Coaches and Trains People for Real Bottom Line Results

Educating, Empowering, Transforming



Real World Results – Case Study 5

Jamil Packaging

David Darrel Sr. in South Bend, Indiana, established Jamil Packaging in 1973. Jamil Packaging is a well-known company in the area that provides corrugated products, packaging product systems, and supplies. They focused on their customers, but realized improvement was necessary in order provide exceptional service to them.

Jamil Packaging graduated from the Cycle-of-Success Institute program two years ago, and *the culture changed forever*. They have improved their company over the years since graduation and continue to do so. Before coming to the Cycle-of-Success Institute, they were facing many challenges both within their company, as well as from their competitors. While David did not have a clear idea of all the internal problems the Company faced, he knew:

- There was a fear of Shutting *Down!*
- The company was not producing enough profit
- The company did not have a solid supplier base
- There was no focus on the inner procedures of the Company
- He was unclear of his employees' needs so they could perform better.

After working with COSI, Jamil Packaging succeeded in a 180-degree turn around! The Cycle-of-Success methodology taught them to look at their company as a small business with many opportunities and demonstrated how it could expand. The outcome after working with COSI was phenomenal!

Educating, Empowering, Transforming

Jamil Packaging gained these insights:

- The culture of the workplace dictates how a person feels at work
- Operations in the workplace are 70-90% of your company's costs
- One small breakthrough can lead to other breakthroughs increasing profit
- There are proper and effective methods in training, disciplining, and empowering employees.
- Properly held meetings are important; most companies don't do them right

During the class sessions at COSi, their instructor first introduced them to new management strategies. Their coach worked with them weekly, assisting Jamil Packaging in their continual success. First, they created a Problem Identification Team. The employees and owners of Jamil Packaging met together 3 times for 1 hour apiece sessions. This group included 13 members of various departments, obtaining a representative cross-section of the company. They discovered that Jamil Packaging had 167 problems costing them money, time, and effort.

To get rid of these 167 problem another strategy was required—properly structured Action Teams. With these teams, the employees were able to work together to solve the key issues that were threatening the workplace. They soon began working together devising new plans to improve the workplace and productivity.

In addition, the COSi curriculum equipped them to properly:

- Increase their sales
- Hire, train, forecast their business demand
- Execute operational and financial reporting in their company

COSi has helped many companies to improve their business in a systematic process that is effective and efficient.

Educating, Empowering, Transforming

David Darrel Jr.(owner) states that “*COSi steps you through it*. It’s like buying a set of golf clubs and COSi is your golfing coach”. David Darrel Jr. enjoys working with COSi, and 2 ½ years later he is still applying continuously the COSi strategies to improve his company. In his own words, David Darrel Jr. states, “COSI is a resource that provides tools for employees and how to outpace your competitors and to be able to survive. It demonstrates a dynamic approach to solving real world problems and gets you on the right path of success “. He will never go back to the old way he ran the company.

Take the Right Step Forward

COSi “Walks You Through” the Cycle-of Success

Educating, Empowering, Transforming



Real World Results – Case Study 6

Victoria Court reporting Service

Victoria Court Reporting Service is a global information management firm that combines the latest technology with exceptional client care. Established over 20 years, Victoria Court reporting provides their services to attorneys, law firms, and business organizations that want to increase their competitive advantage. Victoria runs her business as a team with 30-50 independent contractors, doing medical and business transcriptions.

Prior to receiving help from the Cycle-of-Success Institute, Victoria Rock faced tough challenges in the development of her company such as:

- Large competitors with large sales and marketing budgets
- The need to increase customer service effectiveness
- New employees were not learning the system quickly
- Workers that trained new employees perpetuated bad attitudes
- She felt employees did not understand her

After attending a workshop at the Women Business Development Center, she worked along side a COSi coach to create a Problem Identification Team. Within the first month she helped the company by:

- Allowing the employees to feel that their opinion counted
- Identifying the issues within the company; surprising Victoria with the number of problems actually costing the company money

Educating, Empowering, Transforming

The next months, the COSi Coach and COSi instructor taught Victoria key strategies that would affect how she manages the processes within the company. These include:

- Developing standard operating procedures that allow new employees to learn the company system faster
- Educating company standards and how to maintain these
- Problem solution identification and proper documentation
- Improving morale by using employee participation, empowerment techniques, and effectively listening to employee ideas and opinions.
- Implementing proper sales, marketing, and advertising processes
- Clarifying operations processes by creating a flow chart outlining the entire process from sale to service

These are just some of the strategies that the Cycle-of-Success Institute helped develop. Victoria was extremely pleased with the way the Institute helped out her company. She also stated that COSI is “a method for making my company better all the time, starting from the inside (my employees’ attitudes, passion and performance) to outside (me, my vision, our clients).” It has affected her and her company “through the creation of problem identification teams to actions teams, my employees realized the impact they have on the efficiency of the business.” And, as stated by one of her employees, *“For our Company it has changed our culture”*.

*Cycle-of-Success Institute
teaches the method while
coaching you through the process
of continual business improvement.*

Educating, Empowering, Transforming



Real World Results – Case Study 7

Secure Eco-Shred

In August of 2000, Kristina Kalapos started a new company—Secure Eco-Shred. This independent company provides the secure destruction of important and private documents, preventing corporate espionage and identity theft. Secure Eco-Shred primarily provides these services to companies and corporations that dispose large amounts of documents. In the start of her business, Kristina believed that trust is critical, and in order to build trust, relationships are the key. That philosophy is exactly what her company stands for—trust and security for all her clients' needs.

Before learning about COSi through the Women's Business Development Center, Kristina had come to a point where she did not know how to handle the constant problem of high turnover in her workplace. She felt that she was wasting so much time and money training new employees. Due to inadequate training, employees were quitting. It became apparent that training, education, and proper hiring techniques were critical. She needed employees that were protective of the client's and customer's documents, and those that were stable enough to handle what the job descriptions ask them to perform. What she also wanted to learn was how she could add more money to the bottom-line by minimizing problems within the company. Kristina's main goal was to peel back all the layers, and realize there are other underlying factors that are causing the majority of her problems. Instead of focusing on the surface, *she wanted to look within the Company and figure out solutions to the root problems*—but she did not know how to approach methodically this daunting task.

Once she heard of the Cycle-of-Success Institute and attended a workshop she stated that this was the best institute that she has ever attended. It truly opened up her eyes to see all the major problems that were occurring within her company. Many of which would have never been identified by herself.

Educating, Empowering, Transforming

After the initial workshop, she worked with a COSi coach the first month, and with a team of her employees, they were able to root out over 75 problems costing her company dearly. During the next 11 months, Kris learned the tools that would set her on a journey of change that would affect the way the company operated.

For her company, she learned that it included:

- Giving responsibilities to her employees in a disciplined and systematic manner.
- Listening to her employees. They are the ones that do the jobs specific to them—they know what can be done better, and how to perform more effectively and efficiently.
- By recognizing and utilizing the value of her existing employee brain trust she empowered them to do their job better.
- The importance of properly managing the day-to-day costs of running the company. In a radio interview, Kristina stated: “Before COSi it was like the fan blew all my dollars out the door”.
- That eliminating problems is easier than rebuilding the boat, meaning, it is easier to get rid of the problems than to spend more money trying to start a whole new system or sales effort
- More than looking at the top line of her company, but instead required a look at everything underneath. By fixing these underlying problems, she was able to reach her top line goals.

After understanding the Cycle-of-Success methodology, she was able to understand how her company worked and how to take control over it. This is just one example as to how using the COSi methodology can help you take control of your business from the inside out. Kristina Kalapos is yet another great example of how the Cycle-of-Success Institute can help recreate or redirect your company to a bigger, brighter, and wealthier future.

Let COSi Educate, Empower, and Transform Your Company Today!

Educating, Empowering, Transforming