



MEP
National
Network



KY MANUFACTURING
EXTENSION PARTNERSHIP

Success Story: Outdoor Venture Corp.

Performance Management and Leadership Kaizen

COMPANY PROFILE

Outdoor Venture Corporation is a manufacturer of shelter systems (soft wall and hard wall) including the MIL Spec Tents and other tent related floors, liners, and base camp solutions. In addition to the soft wall tent systems, OVC offers a wide range of hard wall shelters utilizing the revolutionary iPanel®.



SITUATION

Senior leadership was finding it difficult to know how each facility was doing regarding metrics around productivity, safety, quality and attendance daily. Despite attempts to utilize Key Performance Indicator boards in the past, the organization had stopped using them. Previous KPI's were not measuring the right targets and were not enabling supervisors to manage progress towards those targets. As a result, supervisors were resistant to using KPI boards again and believed it was meaningless additional work.

KY-MEP's SOLUTION

The KY-MEP worked with the OVC leadership team to train, coach, and mentor the development and implementation of effective Key Performance Indicators (KPI's) boards across the OVC facility. The boards need to be easily and effectively updated and meaningful to the entire organization. Two new products have been designed, developed, tested, branded and launched within the ~120 days of collaboration. One product is being sold directly to consumers via Amazon while the other is available to businesses via direct sales.

"The boards provide a rally point to keep people focused and knowing what they need to work on each day."

-Roger Branscum, Manufacturing Manager, Outdoor Venture Corporation

RESULTS

22

Created or
Retained Jobs

10%

Improved
Productivity

2

New Products

Kentucky MEP provides high-value solutions, helping businesses maximize their success by increasing profits, reducing costs, and helping leaders lead people to manage processes.

Industry Leaders, Leading Industry

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KY-MEP can have success with your team, too. Call us today!