



KY MANUFACTURING  
EXTENSION PARTNERSHIP

# Success Story: Outdoor Venture Corp.

## Leadership, Culture and Performance Development

### COMPANY PROFILE

Outdoor Venture Corporation (OVC) in Stearns, KY is a leading and prime supplier of military modular shelter systems, base camp components and military accessories for the US Dept. of Defense and private industry. OVC is ISO Q9001-2015 compliant and is HUBZone Certified.



### SITUATION

Increased contracts and challenges associated with workforce turnover created an undeniable need for a culture shift and leadership development for low and mid-level leaders. Employee turnover, inconsistent performance tracking, and increased overtime hours lead to frustration as mid-level management found themselves working on the line to get orders out and meet deadlines.

### KY-MEP's SOLUTION

Our effort to assist OVC in addressing their challenges resulted in a three-prong approach: Leadership, Culture, and Performance Development. The Leadership and Culture Program began with classroom training and wrapped up with individualized learning plans and mentoring. The Performance Development Program consisted of problem solving, performance tracking, and ultimately, the development of consistent KPI boards at each facility. The development of a new team at OVC, Leaders Building Excellence (LBE) embraced their leadership role in creating a positive culture through a Positive Signage Program incorporating their tagline: "We Protect Those Who Protect US", a social media presence, a mentor program, and Recruiting Program with job fair.

*"The culture and leadership program is by far the BEST training that I have ever had the pleasure of participating in."*

*-Timothy Kidd, Plant Manager, OVC Academy*

## RESULTS

**\$126,000**

In Savings realized in first 10 months of implementation

**19%**

Decrease of Standard Time

**42%**

Decrease in team member absences

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!**