ELEVATING FIELD INNOVATIONS THROUGH MARKETING

INSPIRING CONTINUOUS IMPROVEMENT

Bill Stevens, Sr. Superintendent
Jennifer Lacy, Division Marketing Director
COMMUNICATION & RELATIONSHIPS

What are we communicating?
“marketing is no longer just about the stuff you make... it’s about the story you tell.”

Seth Godin
INTEGRATING MARKETING INTO OPERATIONS

BRIDGING THE GAP

VALUE
RELATIONSHIPS
ELIMINATING WASTE
"ME" to "WE"
SHARING

MARKETING
OPERATIONS
MANIPULATE VS INSPIRE

INERTIA
- Because we have always done it this way

ECONOMIC
- Bonus Incentives

EMOTIONAL
- Guilt
- Shame
- Fear

POTENTIAL
- Leads to something important to you

PURPOSE
- Feeling valued

PLAY
- Enjoying your work

ROBINS & MORTON
BUILDING Forward
UNDERSTANDING VALUE
DRIVEN BY THE FIELD – OWNERSHIP

Diagnostic & Treatment
Level 02

EUGENE VIERA - MCD
SHAWN BROWN - NETA
HAROLD SMITH - NFP
MIKE OSBORNE - MMC
JUSTIN HEYDRICK - MMC

JACOBY BAILEY - SCI
SAM OXENDINE - CCJS
SHAWN SHAW - QUANTUM
MARSHAL MIDDLETON - RM
TUANN GREG - JCI

...is proudly building this area.
DRIVEN BY THE FIELD – INSPIRATION

LEVEL 03
The Heart Center

Children's Heart Center performs more than 400 pediatric cardiothoracic surgeries per year and was ranked as the 11th pediatric cardiac program in the US in 2017-2018 by US News and World Report.

LEVEL 04
Pearl Tourville
Women's Pavilion

“The Advanced Fetal Care Center is the state’s first comprehensive prenatal center for families expecting babies with complex congenital birth defects and other medical problems.”
DRIVEN BY THE FIELD – CONTINUOUS IMPROVEMENT

8 Wastes

- **Defects**: Efforts caused by rework, scrap, and incorrect information.
- **Overproduction**: Production that is more than needed or before it is needed.
- **Waiting**: Wasted time waiting for the next step in a process.
- **Non-Utilized Talent**: Underutilizing people’s talents, skills, & knowledge.
- **Transportation**: Unnecessary movements of products & materials.
- **Inventory**: Excess products and materials not being processed.
- **Motion**: Unnecessary movements by people (e.g., walking).
- **Extra-Processing**: More work or higher quality than is required by the customer.
DRIVEN BY THE FIELD – CONTINUOUS IMPROVEMENT

Current Situation

- Dumpsters on South Side
- Trash leaves the building at Material Access Zone on east side

YOUR NEXT BIG IDEA

THE GEMBA APPRENTICESHIP PROGRAM

ROBINS & MORTON
BUILDING Forward
DRIVEN BY THE FIELD – CONTINUOUS IMPROVEMENT
DRIVEN BY THE FIELD – FIELD SHARING INNOVATIONS

ERS came out and set up a conex using these metal prefab shelves in under 1hr. It normally takes 2 carpenters 2-3 days to do the same. They are only $80 each and have already had 2 of our subs ready to buy them to set up their cones. Jennifer Lacy Brent Blidoseau Knuus

(c) Jennifer Lacy and Brent Blidoseau

Group Insights

Active People
623
623
331
623
411
0
11%
11%
10%
10%
12%
0

People Who Posted Messages
People Who Read Messages
People Who Liked Messages

Posted Messages
3,937
3,937
0
0
0
May 2017
Aug
Nov
Feb

Read Messages
611,471
0
0
0
May 2017
Aug
Nov
Feb

Liked Messages
20,830
0
0
0
May 2017
Aug
Nov
Feb

Download Full Report

ROBINS & MORTON
BUILDING Forward
DRIVEN BY THE FIELD – INNOVATIONS
DRIVEN BY THE FIELD – SMALL WINS

Logan Rush – April 18 at 9:35 AM
To All Company and Josh Young

Taking a moment to celebrate a #smallwin here at the Southside Emergency Care Center in Colonial Heights, VA. Relocating this break area was no easy task. Due to the break area’s location, there was no effective way to relocate it with the heavy machinery. However, from electricians to roofers, the site rallied around as a team. With a little old fashioned elbow grease, we were able to safely move the break area to its new location. As we are in the home stretch, guys are worn out, and teamwork can sometimes take a back seat. In the wake of such a small task I finally saw that “spark” again that I felt we had been missing. #smallwin #srmc Josh Young

cc: Josh Young

Adam Gurley – March 28 at 7:24 AM from iPhone

Our Culture

I heard two things from our trade contractors this morning that attests to the power of our company wide culture.

Each trade on site has their superintendent or foreman stand in front of the WWP board and give the group manpower and activity updates. Before they pass on the microphone, they also tell the group a #smallwin. Two of these foreman testified to the culture of collaboration for their small win. The fire protection foreman said, “my small win is that every trade is having great communication and it feels like everything is getting done and everyone is getting along.” The electrical foreman said, “It feels like we are a family.”

I’m willing to bet that they would like to work with us again given the chance! MUSC

Jared Wilson – May 4 at 6:23 AM from iPhone

HUD (housing and urban development), a department of the FHA, was onsite at #musc to review our pay application versus the work installed. This is a requirement for the owner’s HUD backed construction loan. The inspection was successful and the HUD auditor was very impressed. I think this is a good indicator of the team’s integrity and demonstrates our commitment to honest, non-front loaded owner billings. #smallwins Jennifer Lacy

cc: Jennifer Lacy
DRIVEN BY THE FIELD