



CUSTOMER CASE STUDY

I.M.P.A.C.T. (IRONWORKER MANAGEMENT PROGRESSIVE ACTION COOPERATIVE TRUST)

Industry: Ironworkers Labor Management • Washington, DC • www.impact-net.org

I.M.P.A.C.T. is a cooperative trust whose mission is to provide news, training, support, and professional development for their ironworkers and contractors.

Introducing I.M.P.A.C.T., the Ironworker Management Progressive Action Cooperative Trust. I.M.P.A.C.T. is a joint labor management trust formed between their 130,000 ironworkers and their 4,000 contractors. They aim to expand job opportunities, keep workers updated on industry news, and help ironworkers level up their skills—both hard and soft.

As with any business, a construction site isn't run by just workers; there have to be managers. As Dr. Cindy Menches, director of professional development at I.M.P.A.C.T., explains, "You've got your ironworkers, they're the ones doing the installation of the work. Above them is the foreman. A foreman's going to supervise about four to five people. Above the foreman is the general foreman, who might supervise four to five foremen. And then you have your superintendent above that." With so many layers of management throughout the industry, ironworkers need to build soft skills.

This is where Dale Carnegie has come in handy. I.M.P.A.C.T.'s mission includes extending training opportunities to their members because everyone—from an ironworker in a first-time supervisory position to an office worker for a contractor—deserves the chance to become a better version of themselves.

As Kevin Hilton, president of I.M.P.A.C.T., says, "I don't care whether you're running a small group or a Fortune five hundred company, you better have command of communication and the ability to persuade people." Kevin remembers how his own class changed him. "It made me a better speaker, but the ancillary stuff, such as remembering people's names, is also really important."

Dr. Cindy Menches, who coordinates the classes and training, says, "Over the years, there's been a push toward better leadership skills and better communication skills.

So obviously, there's been a high demand for the training." I.M.P.A.C.T. offers many types of training from various companies and organizations, but it's the Dale Carnegie classes that always have a waitlist.

Kevin Hilton, too, is a big advocate for Dale Carnegie's training. He says, "I believe in it, so when people come on staff here, I send them to take the Dale Carnegie Course, and I can't say enough good things about it." And neither can members.

"Whenever we offer any of the Dale Carnegie courses, they get very high ratings," says Dr. Cindy Menches. "The instructor also gets high ratings in the courses themselves because that's the quality that comes from Dale Carnegie. There's a certain level of comfort in knowing that we could pick almost anything out of Dale Carnegie, and it's gonna be a big hit."

In the end, I.M.P.A.C.T. is an organization aimed at advancing the lives and trades of its members, and for the past four years, they have offered Dale Carnegie's training to do that. We look forward to an ever-growing partnership to support I.M.P.A.C.T.'s members.

"The ones who have taken a class were just astounded at how good it is, and they keep coming back."

- Dr. Cindy Menches, Director of Professional Development for I.M.P.A.C.T.

"The leadership piece, inspiring people to want to do an excellent job, is ridiculously important."

- Kevin Hilton, I.M.P.A.C.T. President

Challenge

Layers of management within the construction industry require ironworkers and contractors to have skills beyond what is taught for their trade.

Solution

Classes across the US and Canada are regularly arranged for any I.M.P.A.C.T. member—from ironworkers to those working for contractors.

Results

Dale Carnegie's partnership with I.M.P.A.C.T. has expanded over the past four years as demands for training have skyrocketed.