



## CUSTOMER CASE STUDY

### SPORTECH

Industry: Plastics Manufacturing • Elk River, Minnesota • [www.sportechinc.com](http://www.sportechinc.com)

Sportech—through its 450+ employees and 200,000 square feet of manufacturing space —offers design and manufacturing for comprehensive accessory packages used in a variety of industries.

Sportech is a leading player among OEM product developers and manufacturers. Since 1993, they have been serving clients with the design and creation of accessory products for various industries, such as motorsports and agriculture. From humble roots, the company has more than quadrupled the square footage of its manufacturing and distribution centers, plus some regional distribution centers, and it employs over 450 workers. Their team and high-quality services help businesses generate over \$200M of OEM revenue annually.

But when a company experiences such rapid growth, it can run into unique problems. In Sportech’s case, it involved the expansion of their teams and bringing new leaders into the fold. According to Sportech CEO Jim Glomstad, the company was experiencing the challenge of having an entrepreneurial mindset while needing solid corporate growth strategies. This included the need for experienced leaders to manage new hires who were filling the company’s other need for specialized workers and teams.

“You have a whole bunch of people that are thrown into a leadership opportunity that have never led people and never been taught how to lead people,” Glomstad explains. So, Dale Carnegie stepped in to help. “The Dale Carnegie Course, the Lead with Influence program, and other targeted workshops were super appropriate for what we needed at that time. [It] helped our leaders develop and bring in both hard and soft skills as the business was rapidly growing.”

When Dale Carnegie entered the picture, it wasn’t about trying to upset Sportech’s business direction or pivot their corporate structure. Instead, we worked with the company to identify their needs and create personalized development plans. “I think your customizable solutions for us were fantastic. You understood the Sportech pace, you understood the entrepreneurial spirit, and so being able to

target and customize your programs to fit our needs has been hugely impactful,” VP of Human Resources Sheila Swancutt says.

“From a return-on-investment perspective, if you can find somebody that already has experience within your business but probably doesn’t have experience in leading people, and you can unlock some of that capability and help them get to a leadership position, that is an awesome advantage for any business,” Glomstad says.

Dale Carnegie’s offerings lead to direct results with clients, too. “Communication has been such a critical component of all the courses you provide. And that communication then translates cross-functionally to internal customers, to external customers, how to lead and influence—those have been significant takeaways,” says Swancutt.

Why does Sportech continue to choose Dale Carnegie? “Our purpose is largely to help our people and our customers win,” says Glomstad. “When we look at some of the transformational deals or programs with our customers that are super meaningful for their businesses, it gives us faith to continue to invest in our business.”

**“For us, it’s all about the promotional opportunities, retention, and our people understanding that we’re investing in them and that we really care about their development both personally and professionally.”**

- Sheila Swancutt

#### Challenge

Identify and create a new generation of leaders to manage the rapidly growing expansion of the company and their need for specialized employees.

#### Solution

Customized Dale Carnegie curriculum plans to address shifting requirements for upcoming leaders-to-be.

#### Results

Higher employee engagement, higher employee retention, and stronger promotability of emerging leaders so that the organization can continue to scale.