CASE STUDY:
Fluid Components International

CRESTCOM®

Fluid Components International (FCI) is a worldwide leader in the manufacturing of sensors and instrumentation solutions for industrial processes and plant operations, on-board aircraft, and nuclear power plant applications. For each of these segments, FCI offers an array of products with superior performance and quality, longest service life, and with the pedigrees and certifications that meet or exceed the industry norms and the application conditions.

FCI designs and manufactures thermal mass flow meters, flow-switches, and level switches for industrial process measurement applications utilizing patented thermal dispersion flow measurement technologies.

FCI products deliver accuracy and reliability to the world's most demanding processes and industries including chemical, oil and gas, power and energy, water and wastewater, pharmaceutical, pulp and paper, nuclear power, aerospace, and many more. FCI is committed to high quality, local support, and service throughout the world. Factory authorized sales and service centers are staffed with knowledgeable staff comprehensively trained on FCI instrumentation.

What does investing in leadership development mean for Fluid Components?

Dan McQueen, President and CEO at Fluid Components International, explained, "We are preparing for a number of significant executive retirements over the next few years. Senior staff that has worked for the company for 30 plus years are progressively moving out of the organization so it is essential that we develop the team behind them. What it means to those participating in the training is that the company values them and recognizes a return for both the participant and the company when we invest in them". In regards to FCI's industry demands, Dan disclosed, "In our markets, it is a necessity that we strengthen our leadership toolbox and team. Demographics further demand investing in-house in a time where finding new talent from the outside is at its most challenging".

Dan shared that leadership development has instilled confidence in his team. "Those who have completed or are going through the Crestcom LEADER program are taking on projects or assignments that they have often historically avoided, but are doing so with new initiative". He noted that by developing the team as a team, they are both encouraged by and in constructive competition with each other to maximize their utility from what they are learning. At the same time he called out a couple of individual accomplishments.

One participant strengthened and simplified their sales presentation, resulting in an increase in interest from new business prospects from around the world. Another FCI participant developed a negotiation strategy using the tools from Crestcom that resulted in a win/win for all parties as FCI discovered additional requirements and insights on what was essential for the customer, and a chance to increase the scope of supply with hundreds of thousands of incremental revenue.

He notes that some participants have found modules so inspirational that they have conducted follow-on trainings with pertinent points for their group after each of their Crestcom sessions. "The best way to tell when a learning experience sticks to someone is when they want to share the learning and teach someone else. Gratifying when that happens." And equally important, "after the first year of training, FCI saw a noticeable surge in customer loyalty , along with putting us in a position to pay employees record bonuses.

After enrolling 20 key personnel in the Crestcom LEADER program, FCI has already seen the lasting impression leadership training can have on participants.

When asked what leadership development means to Dan personally, he revealed, *"it is gratifying to witness the growth. I enjoy the periodic report outs where the participants share their action plans and results. I also invite two participants to lead off every one of our monthly management meetings by introducing the executive management team to a topic"*.

McQueen further explains that sharing these topics allows his team, *"To enlighten and to educate us and to help the senior executives align and support action plans and the continued growth of the participant. When leaders are being developed and given the opportunity to use their new skills and to deploy improvements or change objectives, the return can be liberating for all"*.

FCI is the winner of the 2020 Crestcom Global Leadership Growth Award. This annual award recognizes one company or organization that demonstrates an extraordinary commitment to talent and leadership development. Fluid Components International has focused on their mission to make a difference in the world by helping its customers be successful in their efforts to conserve energy, reduce their environmental footprint, and operate with the highest degree of safety while also ensuring their employees receive the leadership development they need to continue to innovate solutions in the future. This commitment to both their clients and employees has made them the clear winner for this year's award.