

# Noordeman Diesel

Productivity jumps by 30% and client base by 20% when LMA guides ownership transition of Noordeman Diesel



## The Issue:

Noordeman Diesel needed to transition a 30 year-old company from family ownership to three supervisory staff.

## The Solution:

LMA played a critical role in the ownership transition. Three programs were delivered to staff to achieve cultural change and boost productivity and sales.

## The Result:

As a result of LMA courses, annualised productivity boosted by an average of \$40,000 per person. Productivity improved by 20 – 30%. Client base grew by 10 – 20%.

Established nearly 30 years ago in Perth, Noordeman Diesel has built an impressive reputation throughout Australia and beyond for its exacting work in rebuilding, machining and supplying spare parts for all makes of diesel engines and motors in all industries.

Training and development is a core company value, and more than 28 apprentices have been trained since the company's inception. A highly successful training partnership was also established with LMA in 1988.

More than a decade ago, business owner Pieter Noordeman took a critical decision when he first retained LMA to begin staff training. His initiative was to have far-reaching impacts, not just on the success of this company, but ultimately on the three staff who bought the business from the Noordeman family in 2008.

## New leadership takes the helm:

New General Manager Ashley Wilson says by “kicking up a gear with LMA” to help them develop leadership skills and deliver staff training, the three successfully transitioned from supervisory roles to owners and managers. They had already completed LMA training, but recognised there was an “enormous learning curve” in understanding how to run the business, reassure long-term clients, grow sales and create

a leadership culture where staff were personally accountable for their contribution.

The new owners were able to achieve productivity improvements of up to 30%, and have grown their client base by around 20%.

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Ashley Wilson, General Manager and joint owner, Noordeman Diesel.:

**“The LMA programs have been essential building blocks for our staff in understanding their accountabilities and how to tackle their jobs. The growth of our sales team is a significant factor, and we are now confident in using a broad range of sales strategies that were simply beyond our thinking before.”**

## Assisting the management transition:

Noordeman Diesel had enjoyed a successful relationship with LMA since 1998, with supervisors in sales and operations undertaking professional development courses in communication, sales, management and leadership. Successive programs saw staff develop personally and professionally, with the LMA ‘language’ enabling them to communicate more easily around shared concepts such as high payoff activities and focus goals.

But the business moved into a totally new phase when supervisors Ashley Wilson (now General Manager), Phil Davey and Michael Zampino bought the company. “The big challenge was to transition the running of the company from the original owners to ourselves,” says Ashley. This involved:

- Understanding the business and the nature of productivity
- Reassuring long term clients
- Capitalising on the value of the client base
- Broadening the client base
- Further developing leadership and business skills
- Achieving cultural change so staff would take personal responsibility for their performance

## Better equipped staff:

LMA programs were chosen to meet the needs of the new business and to better equip staff to support the new focus. ‘Effective Sales Strategies’, ‘The Performance Edge’ and ‘Leading and Managing for Results’ were delivered, and Ashley Wilson also took on the role of Manager Mentor.

The leadership team have become “more mature learners”, using a weekly tactical management pack developed with LMA to review workshop and employee productivity; jobs completed; revenue per job, labour and spare part; weekly sales per person; top 30 customers and sales calls. The new workplace culture thrives on change, improvement and personal development, making it much easier to implement new policies and KPIs.

### The Results

- Gained annualised productivity ROIs averaging \$40,000 per person
- Trading profitably with fewer staff in a motivated environment
- Organisation development and cultural change
- 20 - 30% improvement in productivity
- 20% growth in client base

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