

Collaborative, Transparent, and Accountable Management Turns Around Tyden in Less than a Year

Recognizing that meeting its goals required an overhaul of its processes and team engagement, Tyden Group created alignment within the businesses by streamlining its management process, putting the right people in place, and fostering a culture of accountability.

e-suite.com provided the platform for The Tyden Management System was implemented by CEO Robert Logemann.

"At Tyden, e-suite.com is the engine that powers the Tyden Management System and has helped speed the adoption within the company, making it far more efficient and effective. [...] The net result is we are growing again as a company. This has allowed us to make investments in the business to better serve our customers that were previously unthinkable."

By fostering consensus and alignment, e-suite.com improves buy-in and commitment from all levels of the organization. Teams are instrumental in establishing the company's goals and objectives, which are clearly communicated and available to everyone. Team engagement at every stage of the process ensures that team members not only work harder and are more committed to achieving results, they actually set, and meet, more ambitious goals than would have been imposed from leadership.

The Company

Established in 1873, with more than 150 patents, Tyden provides a host of customizable security products that protect consumer and industrial goods from tampering to clients in more than 75 countries.

The Challenge

After many years of growth spurred on by mergers and acquisitions and new product development, the company was in a serious slump – seven consecutive years of decline. The leadership recognized the company had become too internally focused and needed to improve time delivery performance to ensure its continued dominance of the industry.

The Solution

Deploy e-suite.com to:

- ✓ Foster consensus and engage teams around customer-centric strategic goals
- ✓ Check-in regularly to track progress and overcome challenges
- ✓ Stay focused and on task, and
- ✓ Meet and exceed objectives.

e-suite.com inspires and enables the transparency and efficiency that lead to significant cost savings.

“It’s easier to align processes, build consensus, and get managerial buy-in when you’ve got a powerful platform behind you,” says Logemann.

Using e-suite.com, Tyden has established an annual two-day meeting for the leadership of each of the business units, which drives alignment throughout the company. Follow-up team meetings engage everyone, and since deploying e-suite.com, the process is completed in days instead of weeks. “To get full adoption of the process built into the DNA of the organization used to take approximately 18 months,” said Logemann. “Utilizing e-suite.com to power the Tyden Management System, we have effectively reduced that timeframe to less than six months, allowing us to reverse a seven-year decline and start regaining market share in a timeframe not previously thought possible.”

e-suite.com helps Tyden build alignment by prompting team members to establish strategic imperatives along with key metrics and goals. The actions required to meet those goals are laid out and given an owner. Regular check-in meetings track progress and expose challenges, ensuring issues are solved quickly, owners and teams are kept accountable, and goals are met on time. “The key is to keep things simple,” says Logemann, “focusing on seven or eight objectives and then executing the hell out of your plans. Staying aligned and focused as an organization eliminates the silos and gets everyone pulling in the same direction.”

Tyden sets major objectives for the company for the year and uses e-suite.com to ensure every member of the team from the President to the Production Associate on the floor understands their role in achieving those objectives. Every member creates a Weekly Top 5 list of the tasks they’re working on that relate to those bigger initiatives. Monthly reviews of individual progress are measured against individual/team Key Performance Indicators (KPIs) that tie directly into each objective. This makes it possible to track goals throughout the year and make sure everyone’s focus is on the tasks that will complete the objectives.

“Good management isn’t about holding information close to your chest,” says Logemann, “it’s about working together with everyone and ensuring the team is on the same page. Through transparency, employees know management has their back because they understand what everyone else is doing all the time.”

To find out how you can align your teams and fulfill your potential, visit www.e-suite.com.