BUSINESS SPEECH: CALL TO ENGAGEMENT

FOR

HANS LAUNIUS

Hello everyone. I want to thank each one of you for being here today and listening to what I have to say. (**If there is anyone in particular you’d like to acknowledge, do so here**). I’d like to take a moment and extend a special acknowledgement to \_\_\_\_\_\_\_\_\_\_\_\_\_ who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Years ago, there was a song made popular by Frank Sinatra, and although its original intention was very different than the situations we as a manufacturing unit face today, the lyrics still apply. The song was called, “Forget Domani,” and the simple lyric, is this: “Let’s forget about tomorrow, cause tomorrow never comes.” What I mean by that is that, yes, although we have to plan for the future for all that goes into the steps of manufacturing, we have to make sure our actions, production, delivery, and ethics are acceptable **TODAY**. If we don’t live every day as though it were our last; if we don’t do every step of our jobs completely and as though our lives depend on it, then, we can forget about tomorrow. I personally **DO NOT** want to forget about tomorrow. I believe in this factory and I believe in it’s core strength-that would be you, the workforce. With hard work, pride in product, and proven teamwork, this factory can experience a rebirth the likes of which have **NEVER** been seen. I, for one, love a challenge. It is my intention that all of you and all of our employees share that with me. It is also my intention that you share the willingness to win and succeed.

I am standing here before you today to make a declaration and to affirm that we are partners in the transformation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Many of you are veterans-you’ve been here at least ten years. In this challenging economy, that’s an accomplishment!!! Your loyalty is evident and now we are looking to “up the game.” We want you to take pride in your work, your environment, and the product you produce. This factory has been in business for over 25 years. An entire generation has walked through these doors and given of its time and talent and devotion to keep this place going. Some of you may still be here (**check and see if there are any veterans and acknowledge them**). You know what it was like in the beginning. Some of you may be second or third generation. You’ve worked really hard, but I am sure you also know what means to know you have a place to go to, to do the hard work and get the job done.

No one has it easy, and no one gets a free pass in life. You have chosen to be here and that is no accident. Now we have to take a long and serious look at what we do, how we have been doing it, and what needs to be done to achieve a greater degree of success and productivity in all areas of this business. We live in very competitive times, and the competition isn’t getting any easier. We have to find ways to work smarter in order to maintain and exceed our standing in the manufacturing world. We know that there are challenges, but there are steps each one of us can take to make this factory run successfully. We have to find determination, patience, persistence, and the power of teamwork. Albert Einstein said, “It’s not that I’m so smart, it’s just that I stay with my problems longer.”

There are many success stories in business, and with hard work and perseverance, anyone has what it takes to work towards a common goal as part of a team. It takes focus, confidence, and pride in your ability to get the job done properly. Each one of you is a consumer as well as part of the work force. How annoyed do you get when something you buy for yourself or your family falls apart way too soon? How frustrated are you when personal machinery stalls? Think of how much you appreciate when equipment runs smoothly. For those of you that are involved in sports, you know how it feels to be surrounded by a team that supports you. We want the same for you here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Howard Schultz grew up in the projects in Brooklyn. It was a tough neighborhood. His father was a truck driver. He didn’t have much growing up, but he always wanted to “climb the fence” to see what was on the “other side of life.” His persistence and determination got him a sports scholarship to the University of Northern Michigan. Once he got into the workforce, he found a coffee shop that he liked, and long story short, he became its President. That was around the same time that this factory came into existence, in 1987. By the way, the coffee shop he liked was called Starbucks and now there are over 16,000 stores around the world. That may be an extreme example of success, but all human beings possess the same qualities required for the ability to succeed. And let’s face it, on top of those qualities that each of you possess, **YOU** are also mechanically inclined!!! I’d call that home court advantage!! That’s one for **YOUR** side in my book!!

We have been examining every phase and corner of this business, from the equipment to the manufacturing steps, to chain of command to physical condition and maintenance of the property and equipment. Nothing will be ignored. We are going to see what works – literally-and what doesn’t, and we are going to implement the steps needed to transform this factory into a safe, viable and worthwhile facility. If we can take the steps and make the improvements-and I **KNOW** we can, we stand to have the ability to set ourselves up for a strong, satisfying, productive and prosperous future. With your support, it can be done. I will not entertain the alternative.

We look forward to cooperation and participation from each one of you. (**Do you want to offer the workers a chance to have a sense of ownership and to participate in the thought process? If so, you might want to add**). This is **YOUR** factory too. Think about what it would take for you to feel a sense of ownership and pride in what you do. We welcome your feedback and we plan on considering any worthwhile and tangible suggestions you may have to make this a factory you can be proud of, one that produces first quality goods with consistency and efficiency, one that provides a safe and supportive environment for all, and one that we can all build together for the future of our business, our families, and our community.

Thank you!