

LIVE STREAM



EDUCATIONAL SEMINAR

LEARNING TO LEAD IN MANUFACTURING

1

SEMINAR SPEAKER



ERIK NORMAN

SVP Sales & Marketing
Bolger, Inc.

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Leading Through Crisis

Erik Norman, SVP Sales & Marketing

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What We Do

OUR SERVICES

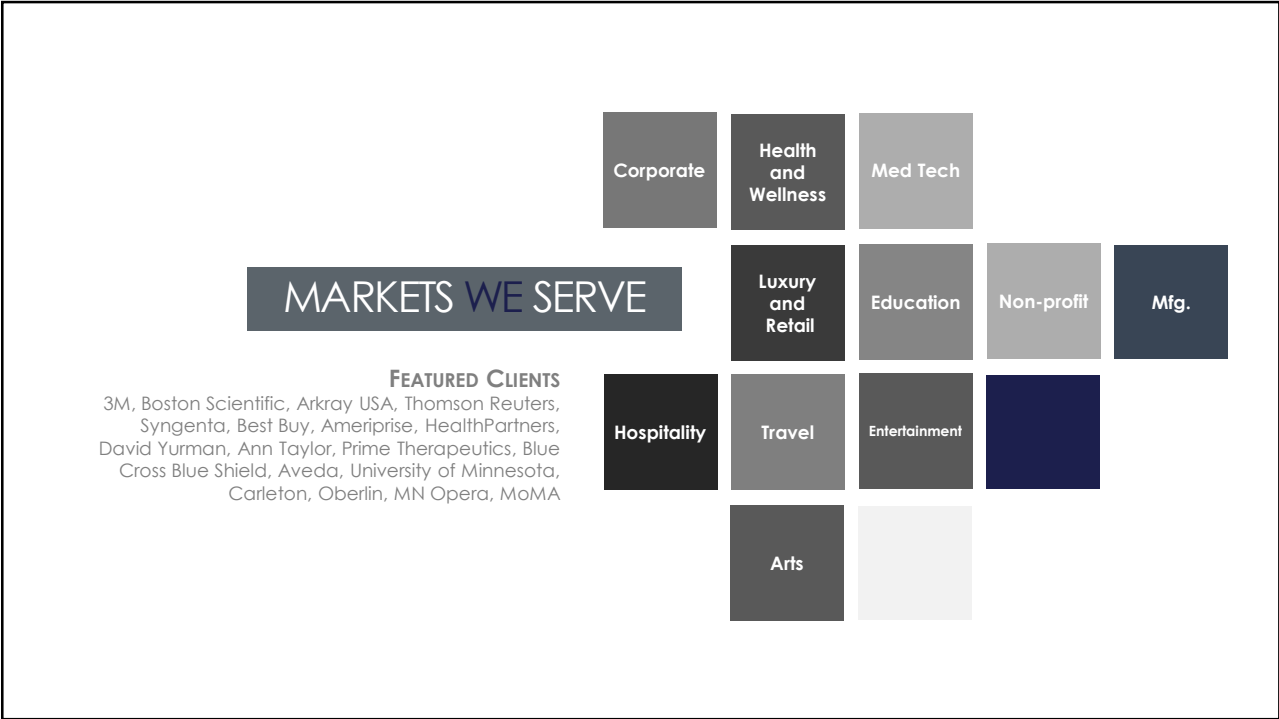
- Offset Print
- Digital Print
- Mailing
- Wide Format Graphics
- Fulfillment / Inv. Mgmt.
- Kitting
- Packaging
- Web-based Application Development

KEY STATS

- \$35
M Annual sales
- 200 People / 2 Plants
- 12M Digital clicks / month
- 8M Mail pieces / month
- 9.5
M Offset impressions / month
- 99.8% POD success rate
- 98.5% On time and complete order rate

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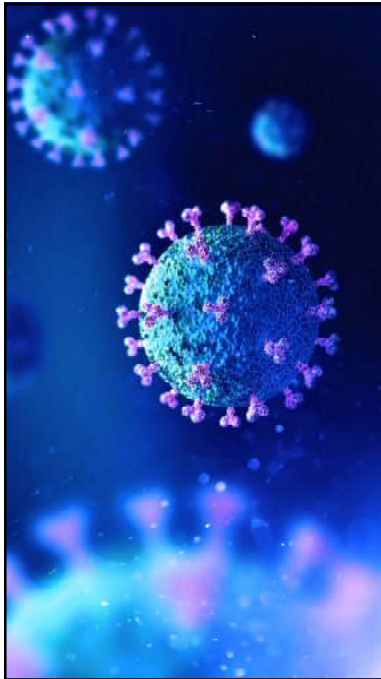
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Facing Reality

Impact from a crisis

Normal as we knew it will be gone

COVID-19 is a fact of life that is out of our direct control

Unknowns can lead to fear

A positive perspective, will upgrade the situation

We're focusing on scenario planning

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How we view things is how we do things

Perspective

A crisis can create good things if you have the right perspective

“In the middle of difficulty, lies opportunity” – Einstein

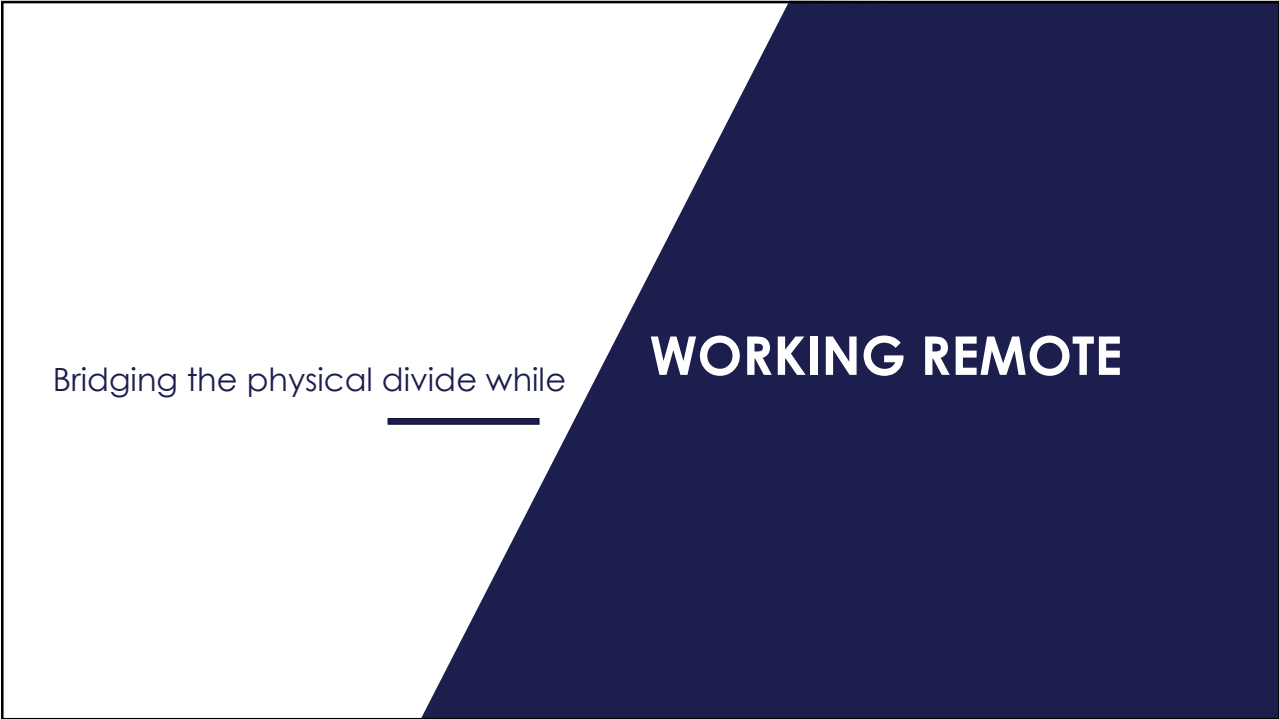
A time of crisis:

1. Changes the balance of risk versus reward
2. Can increase our focus by:
 - Eliminating all that's not essential
 - Enabling us to get rid of competing priorities

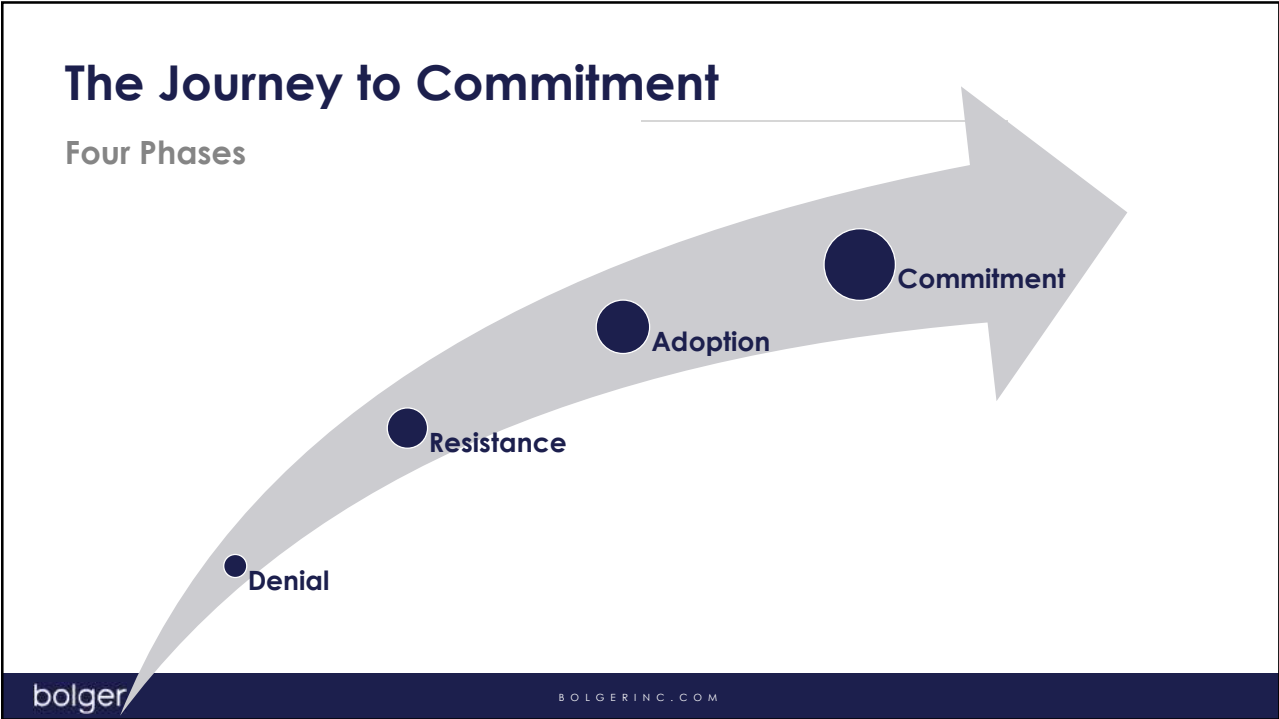
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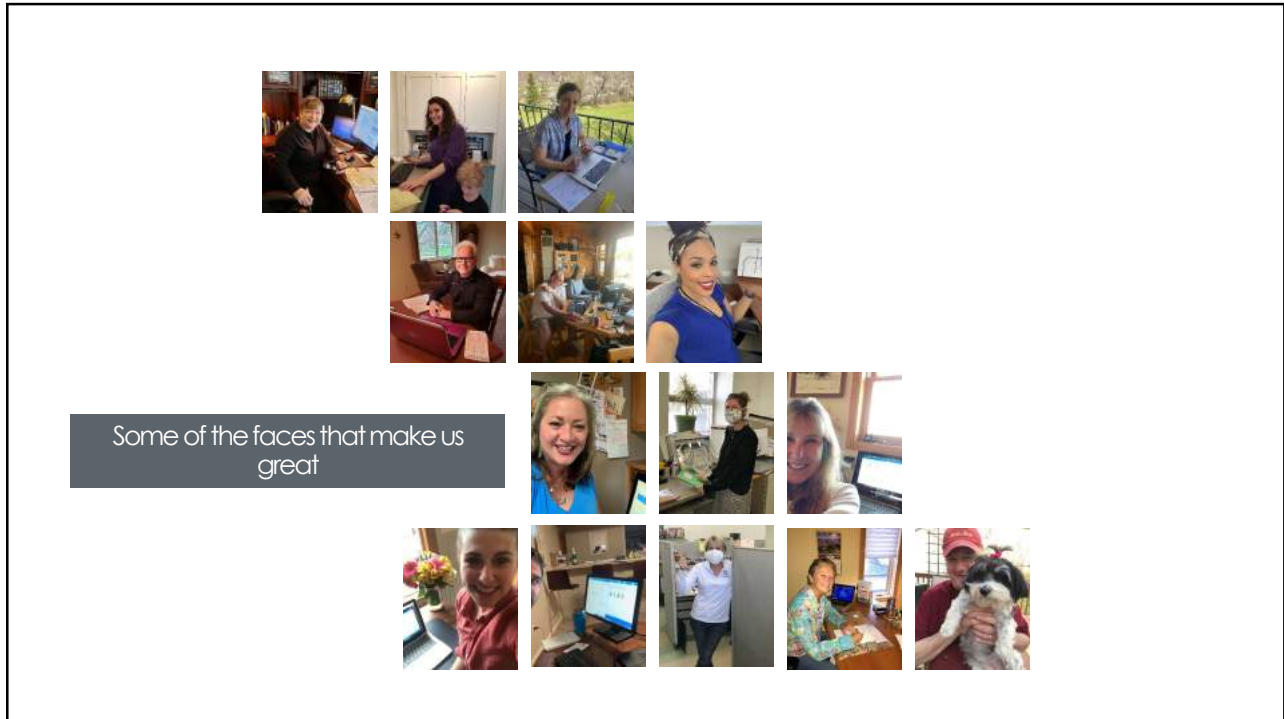
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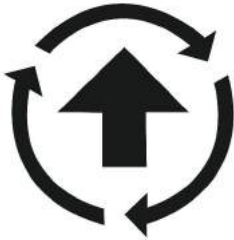
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Good things happen...


When committed to results



PROCESSES IMPROVED



PERFORMANCE MAINTAINED



NEW PROGRAMS CREATED

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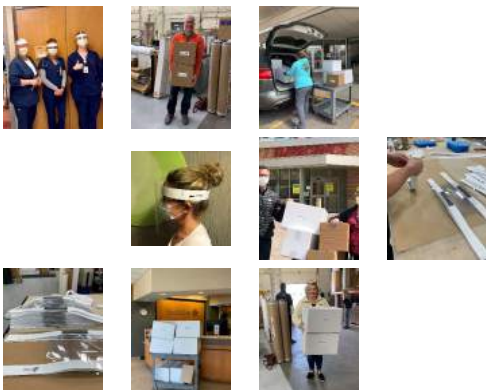
Helping protect our community

FACE SHIELDS

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Pivoting to Help

Producing PPE for health care workers



Helping our community

Engaging employees

Gratitude + Big Picture

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Leading through crisis

OBSERVATIONS

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Leadership observations

What we've learned through the journey

We need to help people adjust their way through adversity

Be authentic & communicate often

Place people first



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Leadership observations

What we've learned through the journey

We need to prepare for an "imperfect" future

Managing uncertainty is a key leadership skill to develop

The most resilient and adaptive will thrive

Managing change is not about strategy, but about psychology

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Our goal as leaders is to help people make positive change

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Thank You!

ERIK NORMAN

SVP Sales & Marketing



651-642-2910



enorman@bolgerinc.com



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Manufacturers Alliance

Sharing Education & Resources Peer to Peer

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