



EXCELLENCE IN GRAPHIC COMMUNICATIONS MANAGEMENT

Five Key Attributes of the Leading Quick and Small Commercial Printers

Presented by:

John Hyde

Vice President and Senior Consultant

NAPL

**Saturday, September 8, 2007
Intercontinental Hotel, Chicago, IL**





Perspective as Industry Observer and Advisor to Owners

Professional: 17 years as business consultant; lawyer by background

Business Owner: founded Rampart 1990 and sold to NAPL 2004

Research: NAPL State of the Industry Report

**Best Practices: NAPL Professional Services Group visits 100s of
companies in each year**

Road Trip: member-clients in 20 states and Quebec



Ground Rules

- ✓ Opinion of speaker only
- ✓ Confidentiality but no approvals
- ✓ Time stamped as of today
- ✓ Some, not all, are NAQP-NAPL members
- ✓ Named companies are leaders or at least have an attribute of a leading company



Why Care about Attributes of Leading Companies?

- ✓ Industry Trends Necessitate Change
 - ✓ Leaders growing 12%; all else 1%
 - ✓ Gap widening
- ✓ Future success brighter for Leading companies



Where is Your Company Today?



Where Do You Want It To Be?



What do Leading companies look like?

- Well run by owner-operator or owner-manager
- Profitable over many years in different conditions
- Owner re-makes or transforms the business as needed
- Strong communication with employees and suppliers
- Strategy and planning are on-going processes
- Capabilities differentiate the company
- Clean and organized facility
- Reinvestment in people, marketing, and equipment/infrastructure is consistent
- Timely and accurate information is readily available



What Does Treading Water Look Like?

- Basically a decent company but something is holding it back from further success
- Family dynamics or personal challenges of owner may affect the business
- No real strategy or sustainable plan
- Just enough good times to keep going

What Does the Road to Extinction Look Like?

- “Milking it” is a legitimate option if on purpose
- Losing more customers than you gain means the general intangibles are already being liquidated
- Paying more debt than the company makes in profit is really liquidating the company for the bank’s benefit
- Good employees leave, bad ones stay



Be a Leading Company or Fix, Sell, or Close

**Control Your Own Destiny
or Someone Else Will.....**

**1993, about Jack Welch.....If you can't be [a leader], you have to "fix,
sell, or close" the business.**



Recommendation #1

Listen to Your Business

Example A: anonymous co vertically integrates marketing strategy, design, copy, advertising, production, mail; huge vertical market presence

Example B: Wordsprint www.wordsprint.com



Recommendation #2

Align Compensation and Profits

Both from Western Mass!

Example A: Curry Printing www.curryprinting.com

Example B: Docuserve www.docuserve.com





Recommendation #3

Recruit from Outside Printing Industry

Example A: GRC Direct www.grcdirect.com

Example B: Swifty Printing & Graphics www.swiftyprinting.com

Example C: Image Graphics www.imagegraphicsinc.net/





Recommendation #4

Don't Be Afraid to Hire The Best People

**Example: Ann Mitchell, Direct Connect Solutions
(formerly CBS Music City Printing)**

www.directconnectsolutions.com



Recommendation #5

Nail Down Your “Why Us” Message

**Example A: Trump Printing & Direct Mail Communications –
“Think Outside the Envelope “ www.trumpdirect.com**

**Example B: Marketplace Direct www.marketplacedirect.net
“Information Distribution Services”**

**Example C: GRC Direct www.grcdirect.com/
“Your Direct Mail Experts”**





Examples of Good Messaging





**WHEN IT ABSOLUTELY,
POSITIVELY HAS TO BE
DESTROYED OVERNIGHT.**

RG-173



Summary of Five Recommendations

- ✓ Listen to Your Business
- ✓ Align Compensation and Profits
- ✓ Recruit from Outside Printing Industry
- ✓ Don't be Afraid to Hire the Best People
- ✓ Nail Down Your "Why Us" Message



What Do You Want to Do?

Common Emotional Considerations

Comfort vs. Desire

Status quo vs. Push for change

Avoidance vs. Passion

Chips off the table vs. Risk - part of the game

Be a Leading Company or “fix, sell, close” it!



3 Suggestions

- Read to Think Differently - *Blue Ocean Strategy*
- Exchange views with others on “what works and what doesn’t work” – *NAQP Owners Conference; NAPL Top Management Conference*
- Run your business like a company – *“Board in a Box” from NAPL Professional Services Group*





Follow Up

- Feel free to call 201-523-6313 or e mail jhyde@napl.org
- Stop by NAPL booth at Graph Expo near Starbucks
- Request that this presentation be sent to you electronically in a few days
- Please fill out speakers ratings sheet

