

# Reaping a Harvest of Collaboration and TRUST



## A Recipe for Strengthening the People Side of a High-Quality Manufacturing Business

At Red Gold, we know tomatoes. As a family-owned company, we take great pride in our long history of producing “The Freshest Best Tasting Tomato Products in the World.” Throughout our 73-year history, we have focused on building top-notch facilities, technical capabilities, and processes to deliver consistent, high-quality products. Our manufacturing systems and processes are strong and have contributed to a long tradition of sustained competitive growth for the company.

## You Say Tomato, I Say Tomahto

This growth, however, has not always been easy. As effective as our improvements in manufacturing are, we discovered that we had not placed the same emphasis on the people side of the business, especially the important aspects of working together that lead to better collaboration, problem solving, and trust. As a result, efficiencies and productivity were not improving as quickly as our manufacturing capabilities.

Once we realized we needed to close the gap to ensure that our internal communications and culture matched our standard of quality in all we do, we called on Advantage Performance Group to help us out. Advantage assessed our needs and brought in Vital Learning, the ideal partner to help us close this gap.

## Building Essential Leadership and Communication Skills

Advantage and Vital Learning worked with us to assess our needs and determine a core set of 12 Leadership Essential courses that are the foundation of a curriculum focused on personal and professional development. Expanded to 20 courses, the curriculum now benefits everyone from hourly employees to senior leadership.

Advantage worked closely with us in planning to facilitate the courses and adapt the learning to our environment. Each of the instructor-led, interactive courses allows participants to learn from each other, identify common concerns, and develop personal action plans to achieve course goals. The Leadership Essentials program is embedded as a core course in our Leader in Training development program.

## Preserving a Better Work Environment

Through the Leadership Essentials program, our leaders are mastering the foundations of management, leadership, communication, and people skills. They have a better understanding of how to have an impact on a diverse workforce during ever-changing times, while developing clarity and competency in employees. Turning inward, they have had a chance to gain expertise that is essential to building a personal leadership style.

As a result of the program, employees feel more valued, resulting in improved performance and greater productivity as well as the development of a culture and overall work environment that is more accepting and communicates better than ever before.

4 generations of family ownership
1,400 employees
20 instructor-led courses

“We sought a partner who would be hands-on, seek to know the causes of our pain, bring discernment and understanding into resolving our problem, and suggest complementary resources to meet our challenges with measurable ideas. Advantage and Vital Learning delivered on all of this and more.”

— John Carlson, Red Gold

