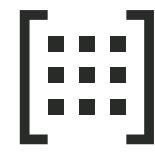
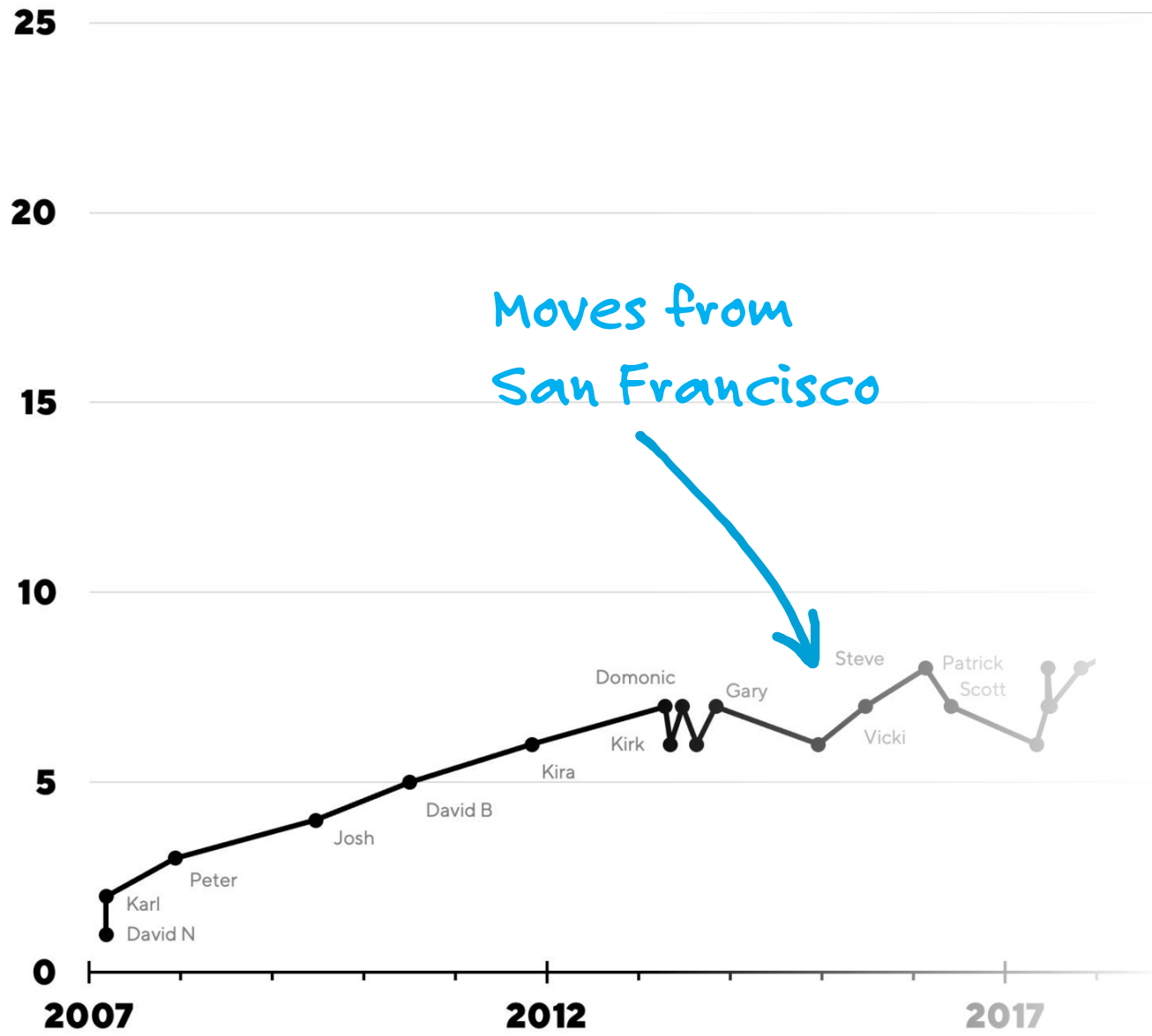


# Hello!



**David Nichols**





**AUTOMATION  
RESOURCES GROUP**



Portland  
Oregon

OLD TOWN

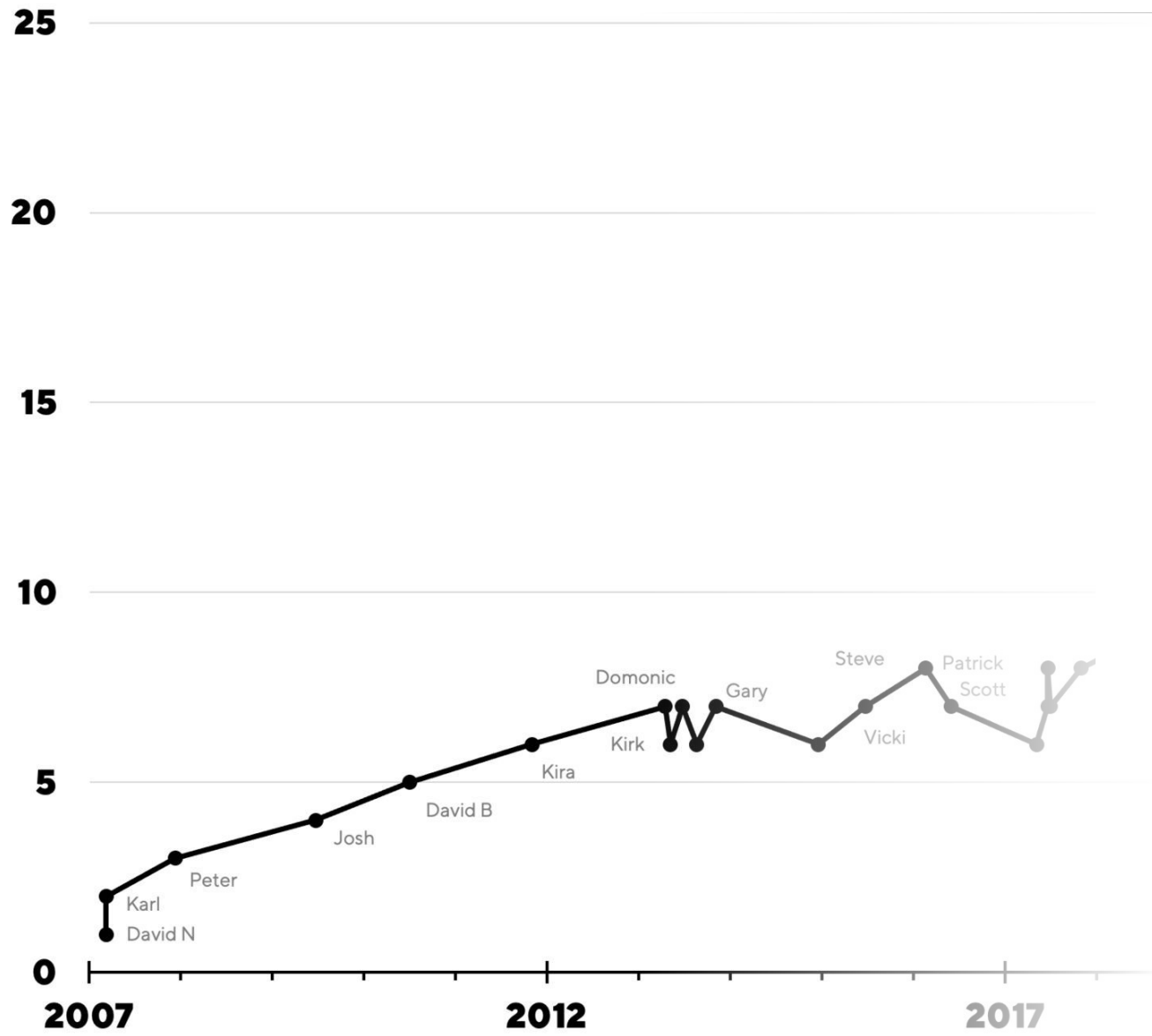






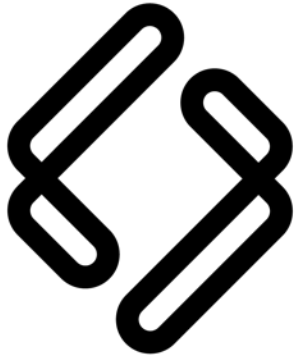


**becoming  
remarkable**



# The Brute Force Era





**Our mission is  
Revolution.**







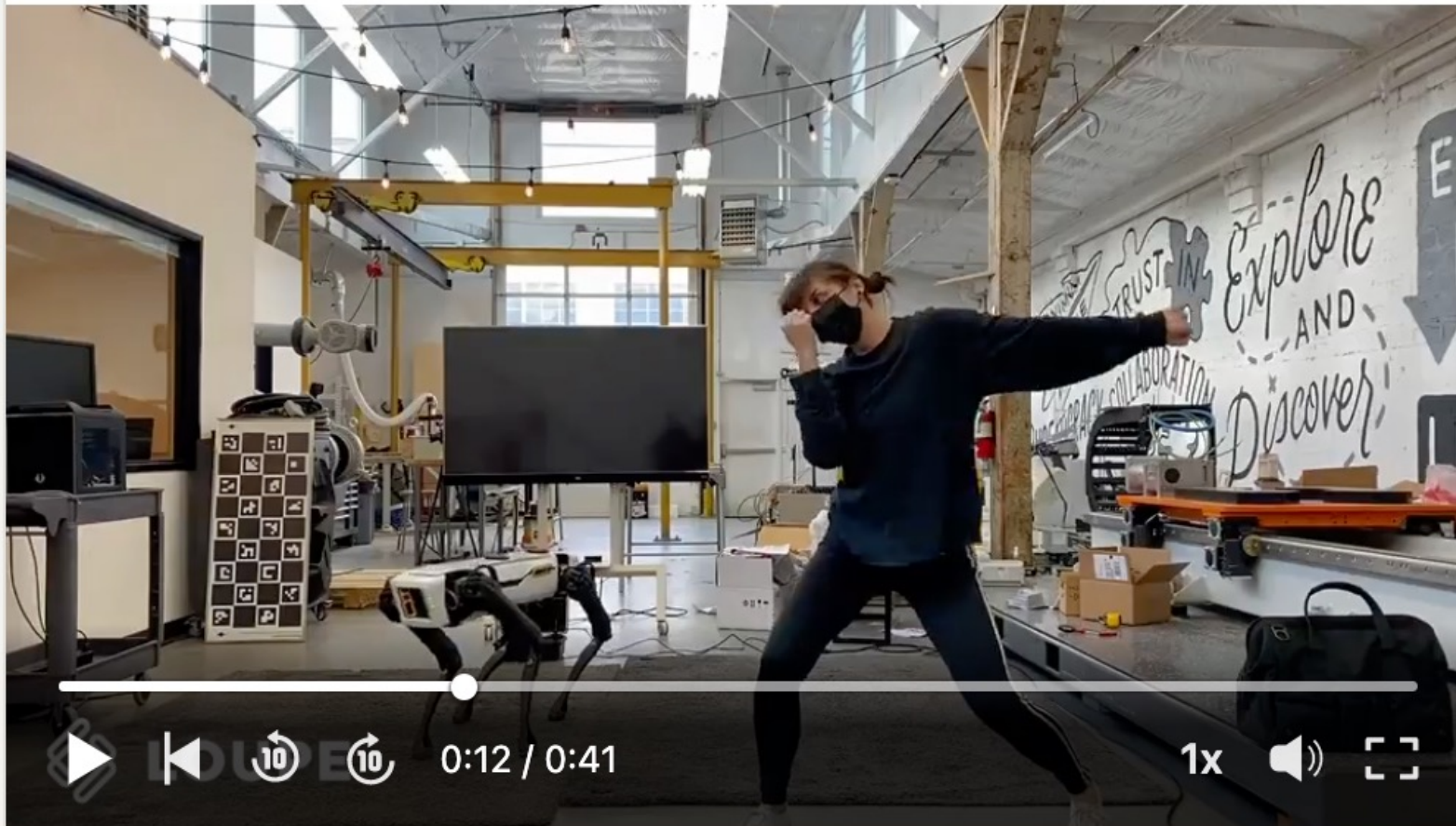
Loupe

2,382 followers

3mo · 🌐

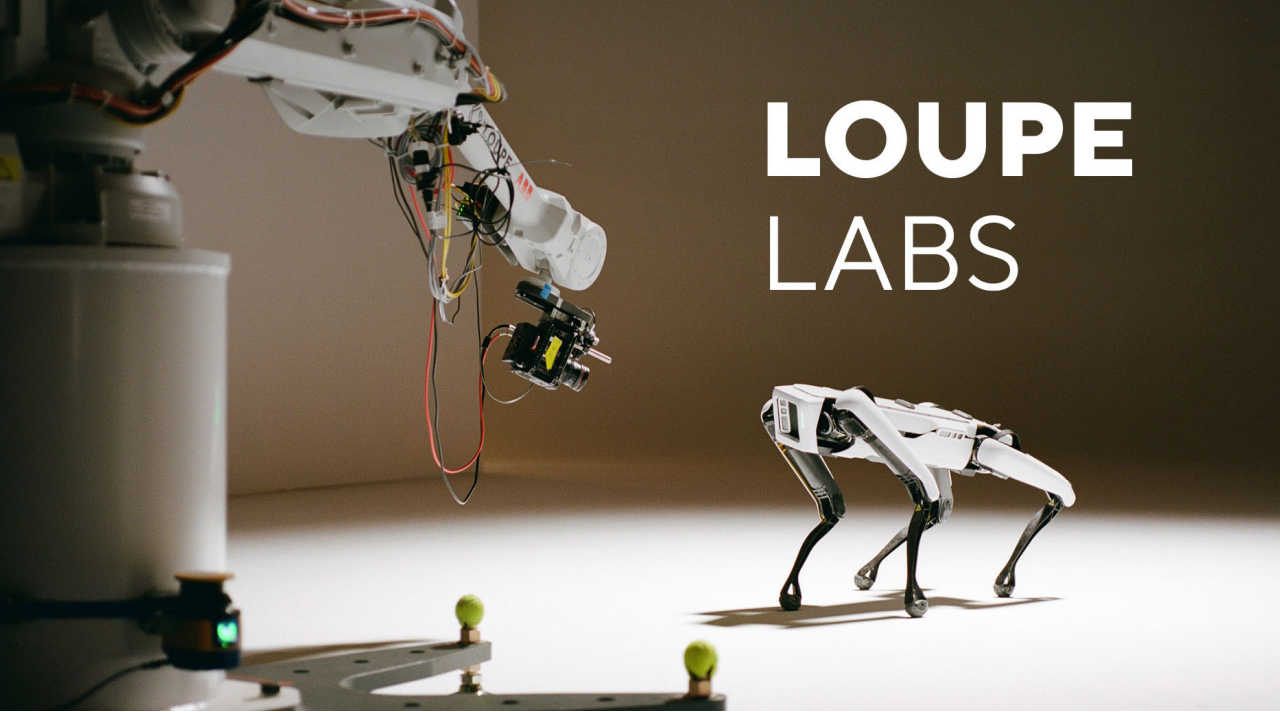
Incredibly stoked to show our recent collaboration with Alesso and Katy Perry for their new music video, "When I'm Gone." Stay tuned for more behind the scenes.

...see more



Behind the Scenes with Loupe and Spot: Alesso & Katy Perry - When I'm ...





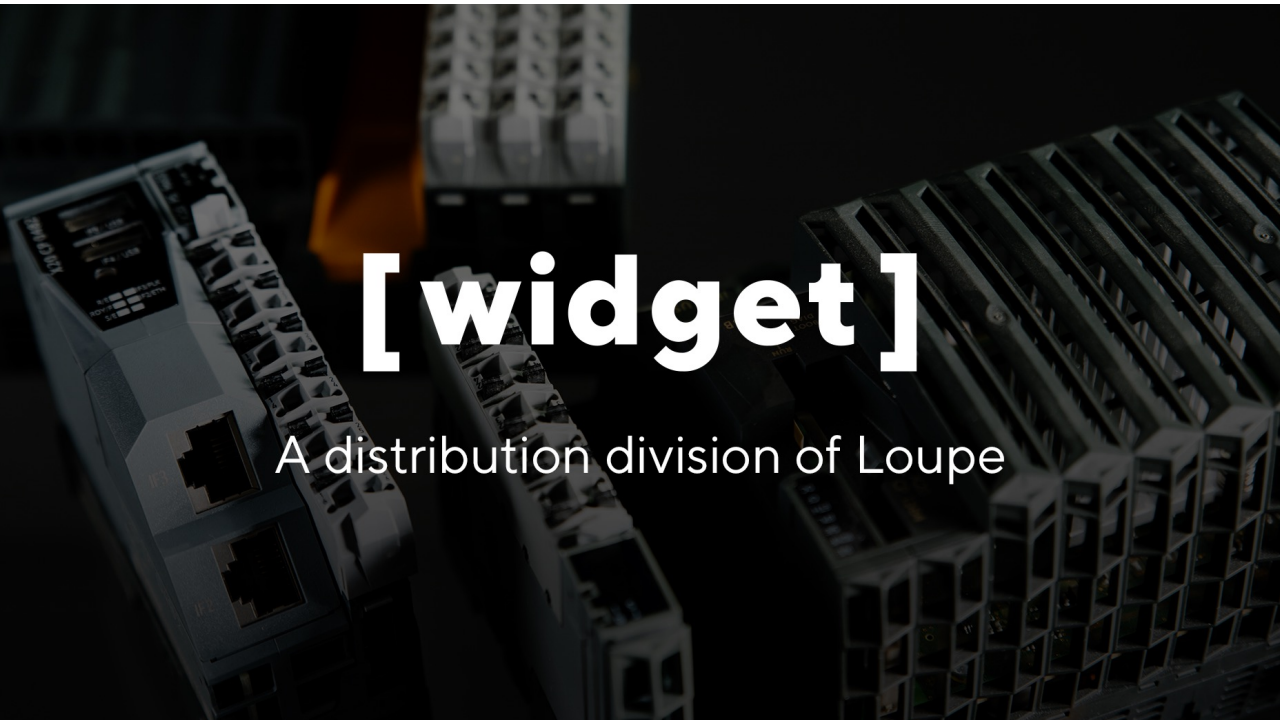
**LOUPE  
LABS**



**SHIP**



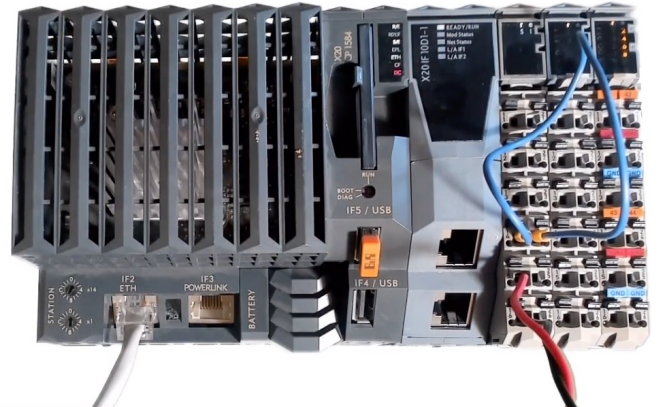
**IN SIX**



**[widget]**

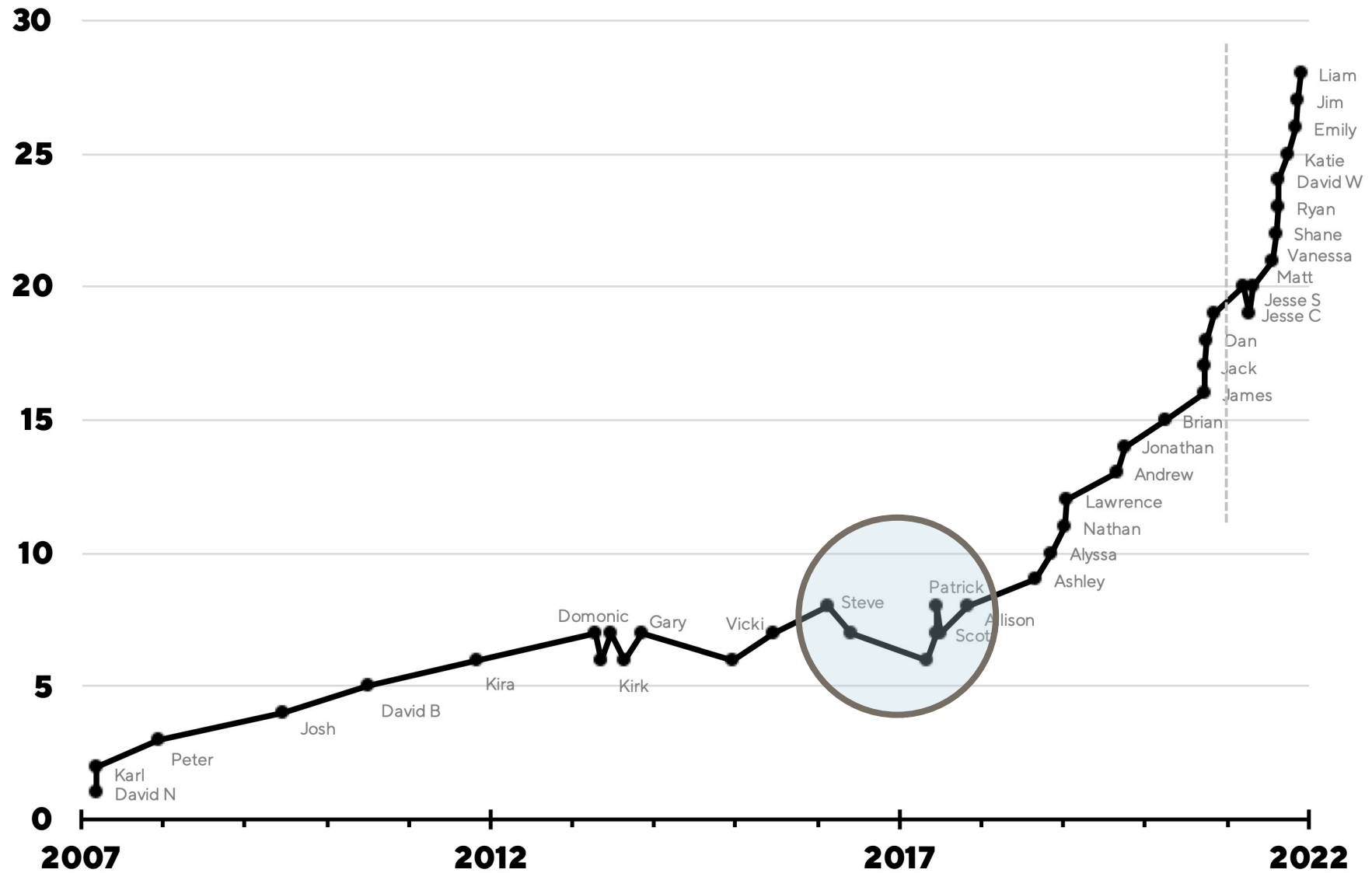
A distribution division of Loupe

*Shuvvv*





# People at Loupe



# Today...

- Brand frameworks
- Building resilient businesses
- How to think about Community Brand  
(and escape price-based comparisons)

FINDING

**Purpose...**





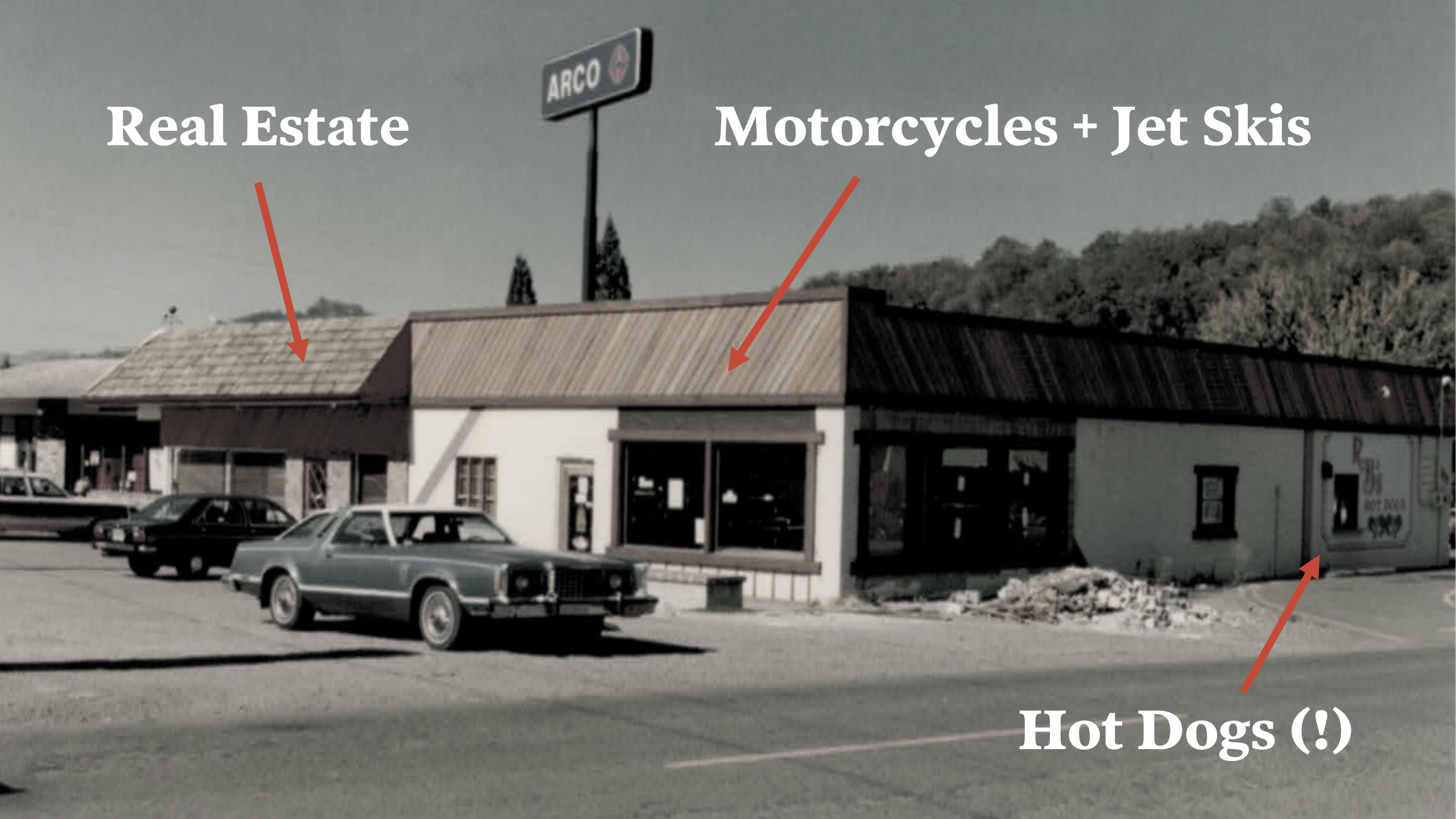
**Real Estate**



**Motorcycles + Jet Skis**



**Hot Dogs (!)**





**What makes a winner?**

# Data Points



**1700 owners,  
\$4.7mm in average  
annual revenue**

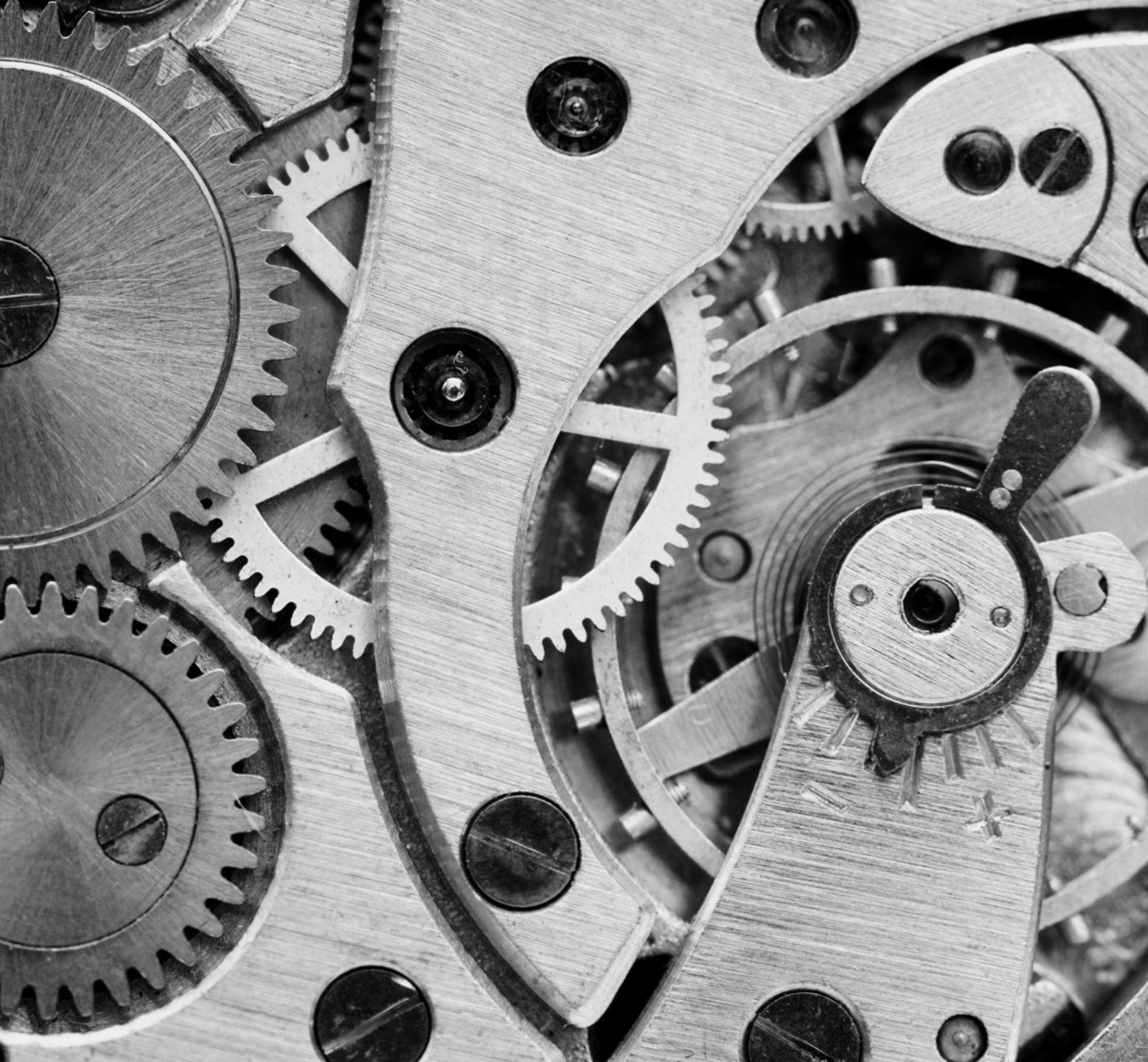
**Harvard  
Business  
Review**

**zero  
defections**

**GALLUP®**

**engaged employees  
and profitability**





**here's  
what we  
found...**

# engaged employees...

- 22% higher profitability
- 21% higher productivity
- 48% fewer safety incidents
- 41% fewer quality defects
- 37% lower absenteeism

**30 / 50 / 60**

## marketing plans

GREW

**30%**

FASTER

## written vision

GREW

**50%**

FASTER

## tracked metrics

EARNED

**50%**

MORE

raving fans

remarkable delivery

# BRAND

mission,  
values,  
vision

# MARKETING FROM THE INSIDE OUT®

Transformational growth for  
purpose-driven leaders



**Top 100  
Fastest  
Growing  
'12-'16**



1 / 100+



# brand remarkability

A man with a shaved head and tattoos on his arms is standing behind a workbench in a workshop. He is wearing a dark blue button-down shirt. The background shows shelves with various tools and equipment. The word "Ingenuity" is written in large, white, bold letters across the center of the image, enclosed in quotation marks.

**“Ingenuity”**

# forge your **right-fit** career path



## about **Solid Form**

Solid Form is a custom metal fabrication shop located in McMinnville, Oregon. To celebrate our craft and our community, we support high school vocational programs that inspire the next generation of problem-solvers and creators.

## our mission is **ingenuity**

Every day, Solid Form employees deliver project solutions that push the boundaries of the status quo. We think big, work hard, and challenge one another to be our best selves – because we're passionate about what we do and believe in producing meaningful work that goes beyond the everyday.



## grow with us

From fabrication, to engineering, to operations and more – when you join our team, you can chart your own path forward based on your unique strengths and interests.

## are you **one of us?**

If diverse challenges and complex projects get you up in the morning, we look forward to hearing from you! Reach out to learn more about our open positions.

### REACH OUT

TeamSolidForm.com  
careers@teamsolidform.com  
503.435.1400



## charting your course **forward**

Think of your Growth Map as your back-pocket resource. Use it to plan the future, track your role at Solid Form.

By seeking out new challenges, you help our whole team rise together.



SOLID FORM

NAME \_\_\_\_\_

START DATE \_\_\_\_\_

COMPLETION DATE \_\_\_\_\_

# growth map





# “Take Two”



**STREIMER** ABOUT CONSTRUCTION MANUFACTURING SERVICE CAREERS

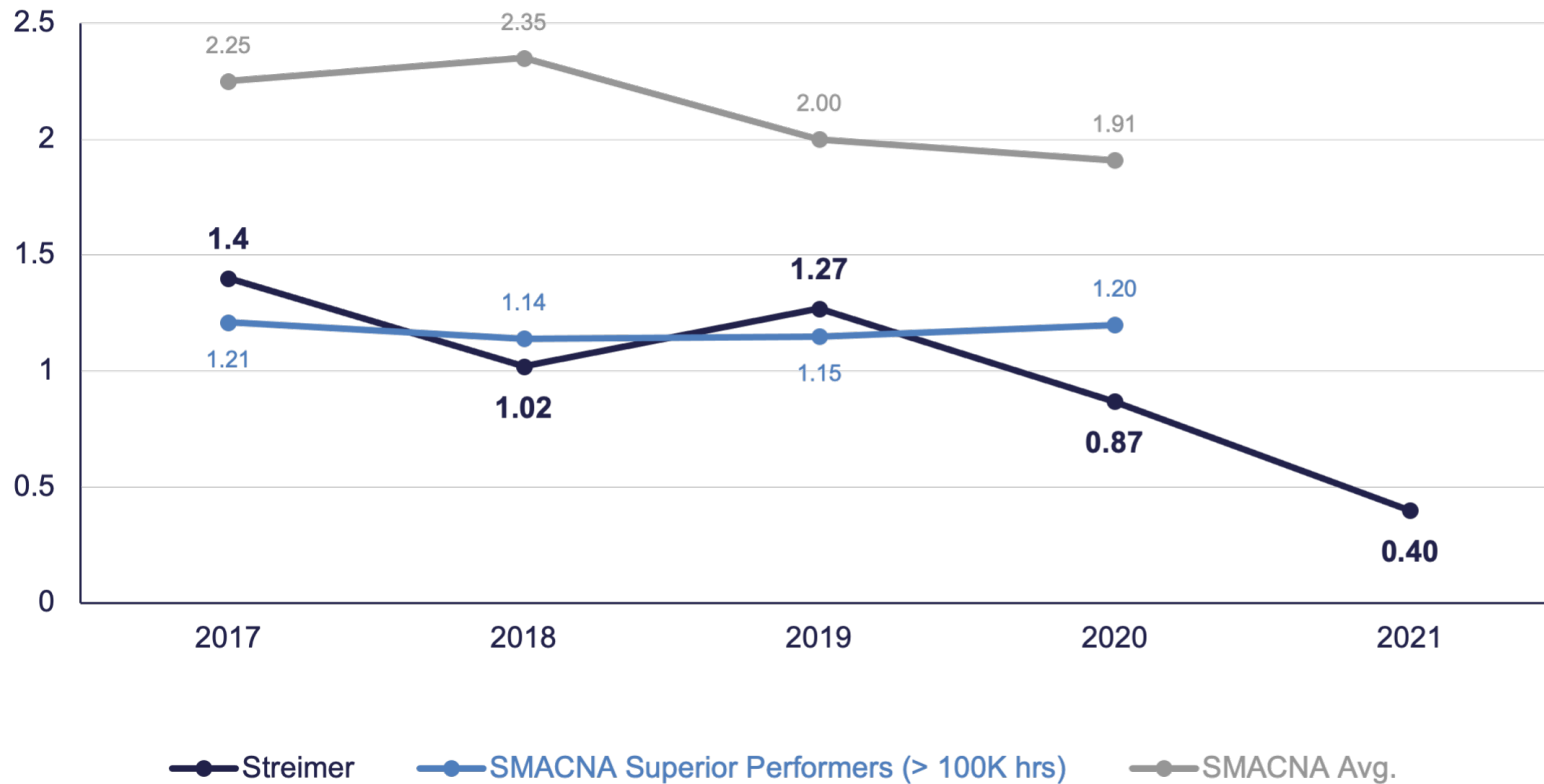


## OUR STORY

Founded in 1946, our mission was simple: treat your customers as if they are royalty. This principle still holds and has made Streimer the company it is today — a company of problem solvers, committed to delivering solutions.

[DISCOVER MORE](#)

## OSHA Recordable Incident Rates (ORIR)



**5x better  
than  
industry**

**3x better  
than the  
best**

**120 → 300+**



# “Enrichment”







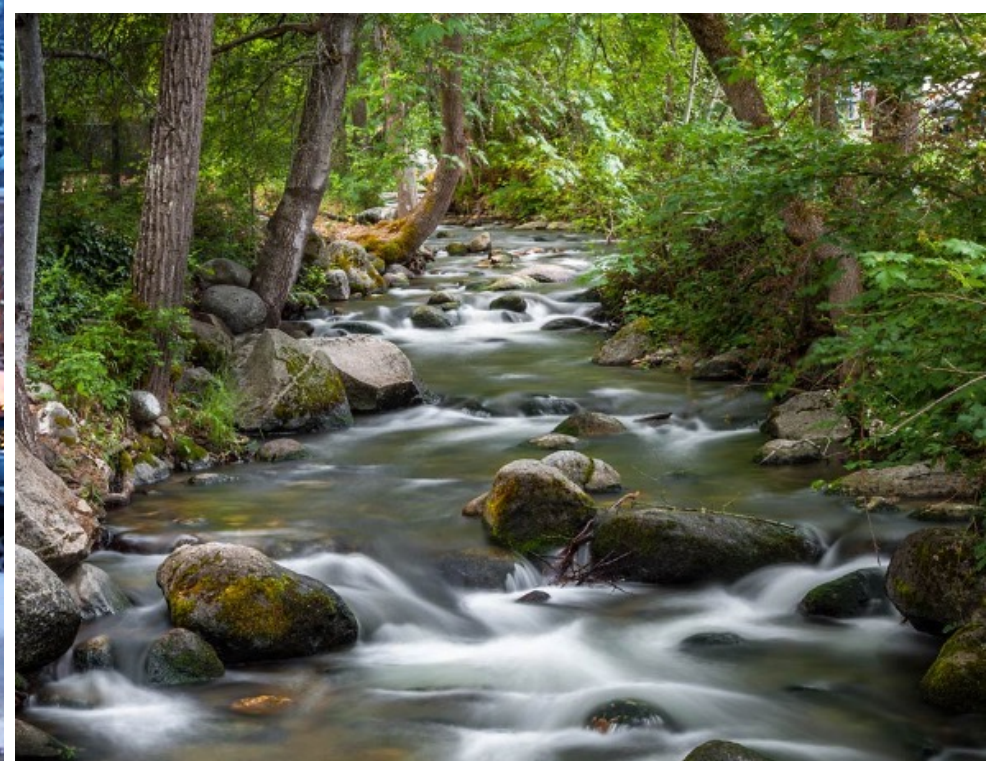
**\$100k in  
engagement**

SO WHAT ABOUT...

**you?**

ARCO





**raving fans**

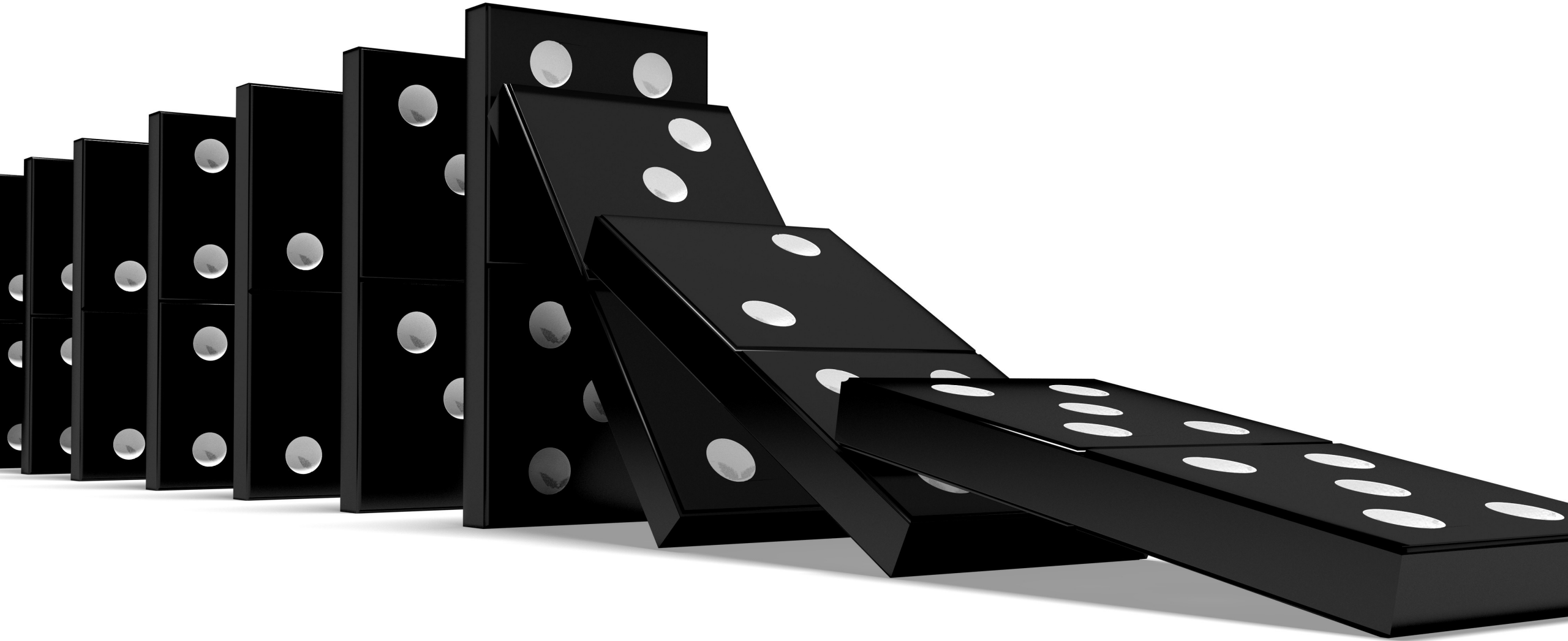
**remarkable delivery**

**culture of  
engagement**

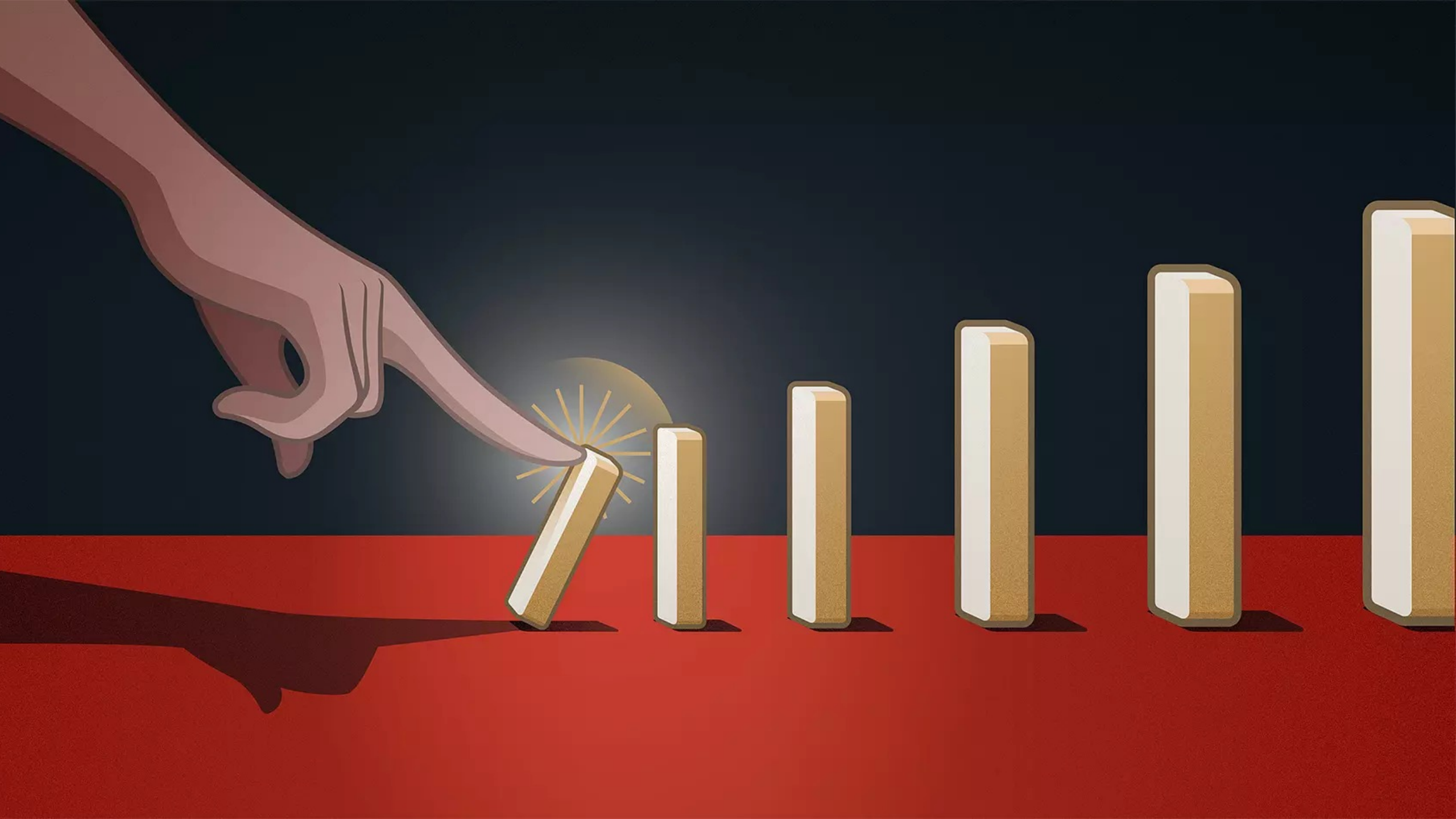
**mission,  
values,  
vision**

**questions?**

**one last  
thought...**

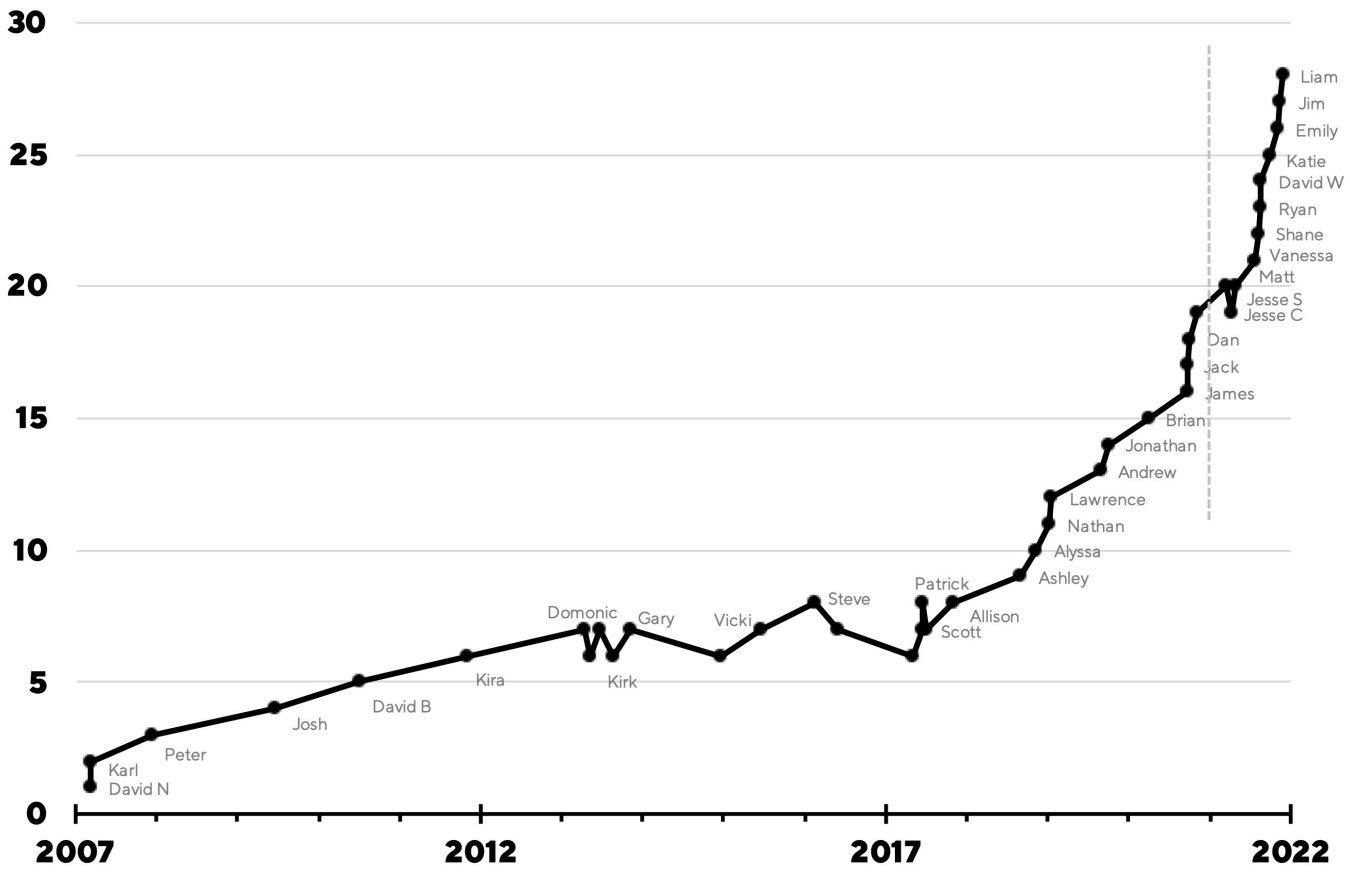


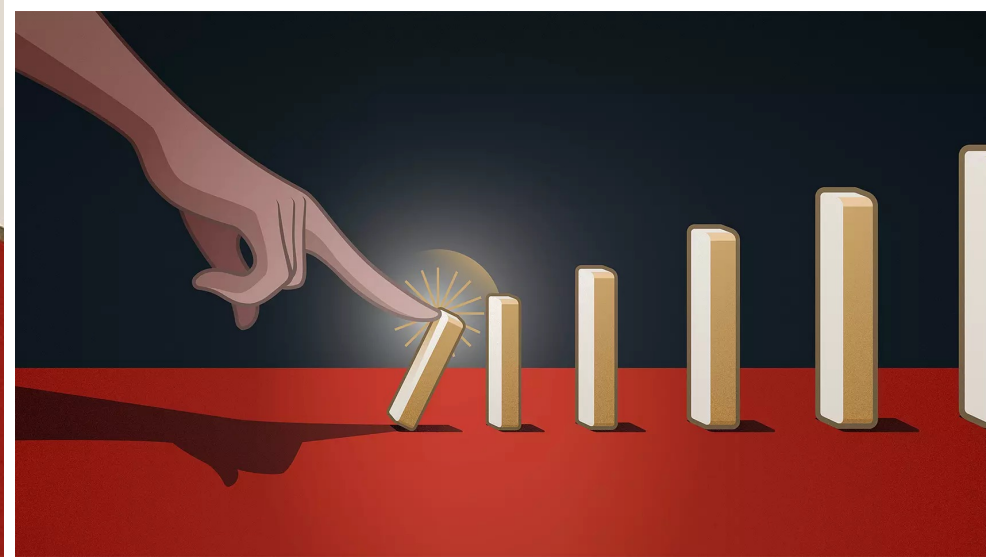




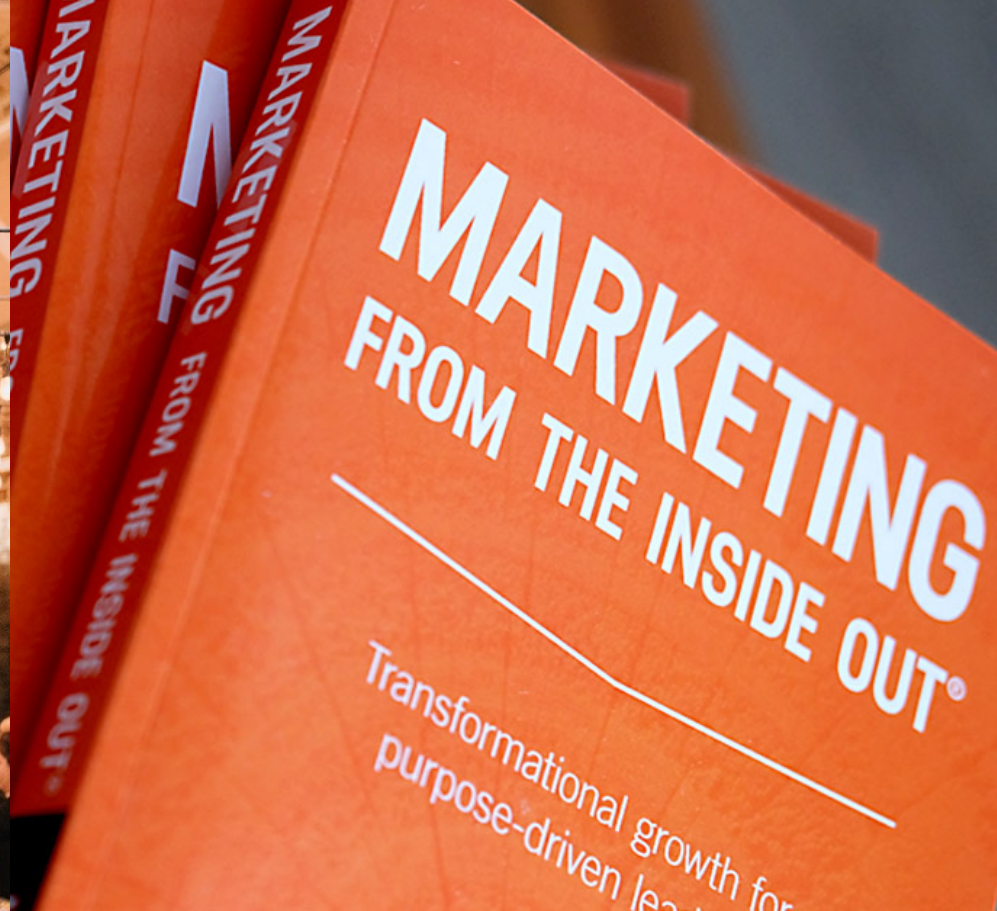


# People at Loupe





**getting started**



**Shawn Busse**

[shawn@kinesis.team](mailto:shawn@kinesis.team)

(503) 922-2289