



Client Success Story:

A Focused Approach to More Accelerated Growth

Mid-States Concrete Industries

230+ Employees

50M Concrete Construction Company



Mid-States Concrete Industries, a company who designs, engineers, produces and installs precast concrete elements and architectural structures, has been experiencing substantial growth as of late, putting the entire organization in busy-mode. While growth is desirable, one of the drawbacks to being in busy-mode is often a loss of sight on the most important outcomes. It becomes all about putting out fires rather than driving the company's bottom line.

With ETW in place, Mid-States now has the tools to remain focused on success-driving metrics and goals while accelerating their rate of growth.

How does ETW impact Mid-States Concrete?

1. Leverages the ability to focus on the most important outcomes
2. Provides ease of visibility to numbers and reports in a user-friendly dashboard
3. Creates consistency of visibility and focus throughout the entire organization
4. Provides stability in the structure of and communication around goals
5. Prompts structured communication in employee development that leads to focusing on outcomes and results rather than tasks and activities

"ETW has given us a tool where we are able to collect all of our major objectives."

When people don't think or prioritize strategically, they are actually flying a little blind. Not many people look at their strategic plan on a daily, or even weekly, basis. Having it in front of you, at your fingertips makes it extremely easy to know where your organization stands, at any moment."

Hagen Harker

President, Mid-States Concrete Industries

Align • Engage • Perform

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

For more information or to achieve similar results in your organization please visit www.etw.com