

FORMING IDEAS

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1983



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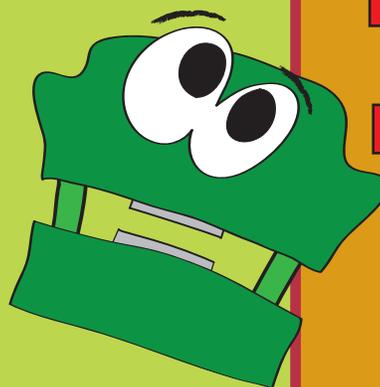
BONUS FEATURE

Read about Brenco being a "One Stop Shop" in Canada's premier metal working magazine: **Canadian Industrial Manufacturing.**

**WHAT'S YOUR
WASTE-O-SAURUS?**
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Wäs-tō-sau-rús, n. [Waste, and Gr. sauros, a lizard.] A cute but troublesome creature that wastes time and material. The Waste-O-saurus is elusive but commonly identified through reduced profit and productivity.

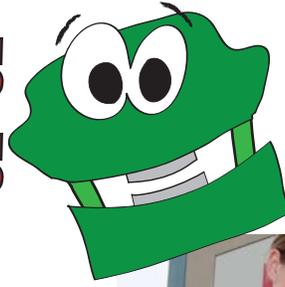


The Civility CEO
How to deal with...

**Bullies in
the
Business**



Waste-O-Saurus Sightings



Our Waste-o-saurus stories have covered topics ranging from keeping spare parts in inventory for quick equipment repairs to saving big bucks on your hydro bill.

Plan it Like Hollywood

No Hollywood director begins shooting a film without a script. Neither should we begin a project without one. In fact, a lot goes into making a movie before a single scene is shot including financing, casting and set design.

The Script

Every story has a beginning and ending. What is the story? What does the beginning and ending look like? Script your project so that everyone knows what to expect.

Financing

No point shooting a movie if you're going to run out of money before it's finished. Does your project have enough funding in place? Do you have a contingency plan in case you encounter cost over runs?

The Cast

A movie not only has a screen cast but a crew that is never seen: Grips, Gaffers, Prop Masters, Cameramen and Screenwriters. Do you have all the positions covered for your project? Finding out too late can cost valuable time.

Set Design

Sets are designed for specific camera angles. Locations are identified and procured in advance. Almost nothing is left to chance (with the exception of weather). Where will your project take place? Do you have adequate space and equipment?



The Oscar

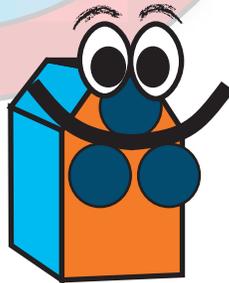
The bigger the project, the more time should be spent in planning. Try to predict all the things that could go wrong and have contingency plans in place.

Good planning not only gets you through problems quicker and easier but will also increase efficiency and productivity. Maybe even win you an Oscar.

We are looking for your Waste-o-Saurus stories. Share your story and we'll send you a Waste-O-saurus mug and T-shirt.

E-mail your story to:

thebest@brenco.com



Grapevine

The new **South Fraser Perimeter Road (SFPR)** is gradually taking shape. Once completed, it will provide a new and efficient transportation route from the Delta Port to Port Kells in Surrey. From there it will connect to Highway 1 and the Golden Ears Bridge. This photo was taken directly behind Brenco's facility on River Way in Delta where the new

highway will run parallel to existing major gas and hydro lines.

The four lane, 80 km/h SFPR will significantly improve transportation between Brenco and Port Kells, the Fraser Valley and Maple Ridge. It will save Brenco customers time and money.

For more information, google: SFPR.



Bullies In The Business

6 Steps to Civility

Whether we admit it or not, working with someone who is disrespectful, unpredictable and moody takes a toll on us. And because most of us want to be 'nice' and not rock the proverbial boat, we tend to tolerate negative behavior rather than face it head-on. This is especially true when we're concerned that we'll be reprimanded because the tyrant in question is in a position of higher authority than us.

If you are in the unfortunate situation of working with someone who deliberately demeans, discredits or disrupts your progress, process or professionalism, now is the time to deal with it. When push comes to shove (figuratively speaking), and you're the recipient of the blatant disrespect of a co-worker, you must tackle the problem quickly, diplomatically and with an enormous amount of self-confidence. Because that is easier said than done, here are 6 civility suggestions that can help you deal with a jerk at work:

Take your time: Backlash occurs when we erupt and speak too quickly, because that's when our emotions cloud our messages. It can also mean we don't have enough time to discuss things completely. Simmer down before speaking up.

Be direct: This isn't the time to dance around your issues. Be crystal clear about the points you want to make and absolutely certain about the details. It's advisable to document specifics so you can summarize the facts in an organized fashion.

Speak for yourself: It's tempting to bring up everything negative that has

ever been said about the other person. Unless you have been asked to represent a group, do not mention a word about the concerns of others. If they have something to say, let them to do so on their own time.

Hear the other side: Civility includes being open-minded enough to allow people the chance to share their point of view, even if you disagree. What you're striving for is a dialogue, not a dispute. Listen to what the other person has to say.

Don't apologize: There's no need to say "I'm sorry" for someone else's belittling behavior or condescending attitude, yet often we're made to feel as though we should apologize. Resist the urge. You do not need to seek forgiveness for honestly and respectfully expressing yourself.

Move on: When the conversation is finished, let it go. Whether you agree to disagree or decide to take your concerns to the next level of the organization ... when it's over, it's over. Try not to constantly revisit the experience in your mind. Doing so can lead to resentment and remorse, when what you really want is resolution.

If you find yourself in the challenging position of being toe-to-toe with a tormentor, stick to facts over feelings. And remember this: **Courtesy trumps conflict every time.**

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Sue Jacques is The Civility CEO™, a corporate civility consultant, keynote speaker and executive image mentor who helps individuals and businesses gain confidence, earn respect and create courteous corporate cultures. A regular media guest, she has appeared on Oprah Radio, CTV, Global, BNN & CBC. Before becoming The Civility CEO™, Sue spent 18 years at the Medical Examiner's Office, where she investigated thousands of deaths and witnessed the ultimate costs of incivility.

www.TheCivilityCEO.com



Brenco will be closed for the Christmas Holiday Season from December 24th until January 2nd, 2013.

How Do We Do It?

Occasionally, a design calls for a flange that is too short to be formed. What may seem to be an impossible feat is not only achievable but relatively easy to accomplish. Here's how Brenco recently solved this problem: The parts were formed with flanges long enough to bend with a standard radius and flange length so the material wouldn't crack or damage the tooling. Next, a simple jig was built to support the parts in position so they could be cut with a laser. (Laser and waterjet are superior to plasma which would introduce excessive heat causing the part to warp.) The final product is exactly what the customer wanted.



The People On Your Bus

Heralded as one of the best business books of our time, *Good To Great* written by Jim Collins hit the shelves in 2001. One of the most widely shared ideas Mr. Collins expressed was the analogy of a business being similar to a bus. He argued that like a bus, a business has a specific seating arrangement which must be filled with the right people. He calls it getting the right people on the bus and putting them in the right seats.

While it sounds right and may possibly even work in a large enough organization, small companies have neither the resources to search for and identify the "right" people or create the "right" seats. It requires sophistication to bring this all together perfectly and it becomes even more difficult if

the company is in growth mode. Continual change associated with growth occurs gradually not incrementally making it difficult to know what the "right" person may look like for a seat that has yet to be clearly defined. Compromises must be made.

Ultimately, the seat must be modified to fit the person best suited to occupy it. It probably won't be a perfect fit and may include some responsibilities that don't belong to the position. As the business grows, the seat must be continually modified which means it won't always be comfortable for the occupant. Training and coaching are important, otherwise people may fail to succeed as their seats become uncomfortable.

Brenco has been publishing
Forming Ideas
for you since November 2007



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Brenco celebrated its 29th birthday this year. We think that is pretty cool. Some of our staff aren't even that old. They probably think 30 years is ancient history but Brenco founder and president, Steve Heim, remembers the early days like it was only yesterday. Yeah, well, who's he trying to kid? 29 years is a long time. Since then, Brenco has grown to 60,000 square feet and filled it with the best equipment in the world. Brenco is located at 10030 River Way, Delta, BC, Canada V4G 1M9, near the south end of the Alex Fraser Bridge.

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