

The power of **One**

A mentor of mine told me a long time ago that in the precast/prestressed concrete business our multipliers are big. We deal with hundreds, thousands, and even tens of thousands of materials, labor hours, pieces, cubic yards, square feet of product, parts, loads, customers, architects, engineers, and the list goes on and on. The Power of **One** centers on making just **one** minor change or improvement in a process at a time. As a member of PCI, you have numerous opportunities that use the Power of **One** to create value. The question is, are all of you, as members, taking advantage of these opportunities?

For the attendees at this year's convention, you capitalized on **one** of the Power-of-**One** opportunities offered by PCI. At the convention a producer can walk into the trade show and discuss a problem with a supplier; before you know it the problem is solved. This may sound simple and maybe even trivial to some, but suppose this problem dealt with a process that this producer does 100 times a day and the solution to this problem saved the producer \$1 each time. The producer just saved \$100 per day, \$500 per week, and \$26,000 per year. Not too bad for 15 minutes of brainstorming with a supplier. For all the first-timers at this year's convention, my hope is that you took away at least **one** new idea that will benefit you or your organization, and that this benefit will prove valuable enough that you will return to the convention for years to come.

Another Power-of-**One** opportunity is the Discover High Performance Precast program. To date, more than 12,000 folks have participated in 38 webinars on high-performance precast concrete. Have you benefited from **one** of them? Sending the link for the next webinar to 10 architects or engineers could lead to your being called in to discuss an opportunity. Maybe this opportunity is a conversion from cast-in-place to precast concrete. Maybe you win this conversion. What if this developer has five more opportunities like the **one** you just converted, and you convert those jobs to precast concrete? Opportunities start with maybes and what-ifs. You never know—that **one** webinar could lead to developing a customer for life.

Finally, the PCI Productivity Tour in October in the Mid-Atlantic region visited Insteel Wire Products, Northeast Prestressed Products, Architectural Polymers, High Concrete Group, Nitterhouse Concrete, Shockey Precast, and Universal Concrete Products. An unprecedented 175 attendees took advantage of this Power-of-**One** opportunity: **one** tour, seven plants visited. I trust that all 174 attendees took away at least **one** idea that will improve their operations' safety, quality, or efficiency.

Let's all move the needle through the Power of **One!**



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