

Background



Les Landes, President

Les Landes is President of **Landes & Associates** a consulting firm that provides services in the areas of planning, marketing and public relations, organizational communications, employee engagement, performance improvement systems, executive coaching, and meeting facilitation. The firm serves clients in various industries, as well as government and non-profit organizations.

Prior to forming Landes & Associates, Landes was Chief Operating Officer for **Leadership By Design, Inc.**, a leadership development and strategic communications firm. Before joining Leadership By Design, Landes was president of **Landes Communications** where he developed a comprehensive performance improvement model called **Marketing Inside Out**. The model blends marketing and communications with organizational development and quality management techniques.

Landes is nationally known for his expertise on the role of communications in quality improvement. His trademark message about the quality “*program trap*” has been acclaimed in his seminars and conference presentations nationwide as “provocative” ... “inspiring” ... “a breath of fresh air” ... “a mind-blowing experience.” His articles, speeches and interviews have appeared in numerous publications, including *Communication World*, *The Public Relations Strategist*, *Executive Speeches*, *Training*, *Total Quality Newsletter*, *Quality Progress*, *Strategy and Leadership*, *The Journal of Quality and Participation* and more. He is also the author of the business fable, “**Getting to the Heart of Employee Engagement.**”

Prior to Landes Communications, he worked with **Pet Incorporated** where he served for 10 years as the company's Director of Communications with responsibilities for corporate advertising, public and media relations, consumer affairs, and creative services. He also played a major role in developing and implementing Pet's quality management system.

Other professional experience includes positions as a Program Director and Creative Supervisor with **Maritz, Inc.**, the nation's largest provider of business communications and performance incentives; Associate with the **Center for Communications Analysis** in business education; Faculty Instructor for the **University of Iowa School of Journalism and Mass Communication**.

Landes has served in several leadership positions in the communications profession, including President of the **Association for Multi-Image International** (St. Louis Chapter); President of the **Corporate Volunteer Council** (St. Louis Chapter); President of the **Public Relations Society of America** (St. Louis Chapter). He is also a long-standing member of the **International Association of Business Communicators**, as well as the **Professional Advisory Board for the University of Iowa School of Journalism and Mass Communication**.

In addition, Landes has played leadership roles in several major community projects in the St. Louis area where his firm is based. Those positions include Public Relations Chairman for the 1989 and 1990 **VP Fair (Fair St. Louis)**, one of the nation's largest annual community events; Chairman of Committees for the 1990 **Salvation Army "Tree of Lights" Campaign**; and Chairman of the 1989 **Volunteer Connection Telethon**, a televised event which raised more than 650,000 hours of donated community service time in the St. Louis area.



Our Clients

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Manufacturing

DSM Pharmaceuticals
AbbVie
Shell Chemical Co.
Hershey Foods Corp.
Monsanto Company
Baxter Health Care, Inc.
Wainwright Industries
Lincoln Electric Co.
Henges Associates
BBC Industries
VDK Foods
Monogramme Confections
Semi-Bulk Systems
Maritz Inc.
Labatt Breweries of Canada
Watlow Electric Company
Dalen Products
Accellent

Professional Services

Citation Computer Systems
DIMAC DIRECT
Conner Ash P.C.
Ralls County State Bank
General American Insurance
Genelco
Plaza Financial Group
The Legacy Group
Book Bound Bookfairs
Carnes and Associates, Inc.
American Delivery Service
Austral Gallery
Family Business Forum
Lloyd's Register Quality Assurance
Schaus-Vorhies Contracting
Stout Marketing
Corporate Design Network
Emerson Aviation
Scholin Brothers Printing
The Executive Committee (TEC)
StudioPointe Interactive
HealthSTAR Communications
Sabreliner Corporation
Midcoast Aviation
Lashly & Baer PC

Sales and Distribution Services

State Electric Company
Office Pavilion
Cerni Motor Sales
Hanson Truck Sales
KCR International
Intercom Chemical
WearGuard Corporation

Non-Profit Organizations and Professional Associations

National Corn Growers Association
U.S. Air Force
U.S. Department of Justice
St. Louis District Dairy Council
Habitat for Humanity
Downtown St. Louis
Regional Violence Prevention Initiative
St. Louis Public Schools Foundation
Catholic Education Office
Today and Tomorrow Educational Foundation
Progressive Youth Center
Sacred Heart Parish and School
Idealease
Council of Logistics Management
St. Louis Nuclear Waste Conference
Missouri Athletic Club
St. Louis Public Library
Metropolitan Forum
FOCUS St. Louis
Missouri Developmental Disabilities Council
East-West Gateway Council of Governments
Provident
Singer Institute
City of Wentzville
City of St. Peters

Client Results

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Auto and Aviation Components Manufacturer

Situation:

- Early adopters of quality and continuous improvement
- After several years of project based improvement they realized that most employees were not systematically involved in continuous improvement and cost reduction efforts

Results:

- 52 implemented improvements per year per employee
- 82% reduction in recordable accidents
- 78% decrease in scrap and rework costs
- Missouri Quality Award
- Baldrige Quality Award

Manufacturer

Situation

- Client was Implementing a Lean transformation strategy
- Client desired to embed an everyday culture of Lean with the tools of Lean

Results:

- Leadership/performance development supporting an everyday culture of Lean
- 8 + implemented improvements per employee per year
- Significant improvement in Lean scoreboard metrics

Client Results

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Brewing Company

Situation

- Client had been trying to implement a program to generate improvement ideas from employees, and the response rate was very low
- They were particularly eager to achieve improvements in safety and productivity
- Attempts had been made to boost participation by other consultants which were unsuccessful, and they recommended our firm to help them

Results

- More than tripled number of employee generated implemented improvements
- When we started working with them, here's where they stood on the two key metrics:
 - 73 lost time accidents per million hours worked
 - 3.89 hectoliters per hour produced
- Results one year later:
 - 41 lost time injuries per million hours worked (44% reduction)
 - 4.38 hectoliters per hour produced (11% increase)

Client Results

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Aircraft Repair Company

Situation

- Client's primary two-fold goal wanted to improve performance in quality and productivity
- Also wanted to establish system to satisfy ISO certification requirements for quality improvement

Results

- More than quadrupled number of employee generated implemented improvements
- Client reported noticeable safety gains and reduction in rework
- After first year, ISO certification scores reached an all-time high for company of 96% based largely on implementation and results of continuous improvement system

Construction Company

Situation

- Client wanted to counter the impact of the economic downturn through greater employee engagement in identify ways to improve safety, quality and productivity
- Company owners also wanted to demonstrate their caring and commitment to the well being of the workforce during difficult times

Results

- More than doubled number of implemented employee improvements
- Rework reduced by more than 20%
- Reduced lost time injuries by approximately 35%
- Increased bonus payouts to employees based on performance against specific metrics rather than overall profitability