



# Olympic Steel Employee Engagement

## 2020 Hermes Awards

In 2019, Olympic Steel saw a change in leadership, with a new CEO who set out to build on his predecessor's legacy to further strengthen the organization's corporate culture. An integral piece of the plan was an engaging internal communications strategy. We helped Olympic Steel create an internal brand that would serve as a foundation to enhance employee communications. The goal was to communicate in a way that would resonate with employees — showing rather than simply telling them about their corporate culture.

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# Employee Communications

## Brand Launch Poster

The Olympic Steel brand focused on employees with the simple, but powerful, tagline: I AM Olympic Steel. This tagline was displayed on posters that were hung throughout Olympic Steel locations.



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## Brand Launch Banner

Onsite banners were displayed to convey the branding message and drive traffic to the new microsite: [IamOlympicSteel.com](http://IamOlympicSteel.com).

**I AM**  
**OLYMPICSTEEL**

A history of strength, a future of  
success, a world of opportunity.

Lisa Keller, Olympic Steel Detroit  
Met a customer at 6AM to deliver service news. Makes customer  
satisfaction a priority all the time.

Learn more at [IamOlympicSteel.com](http://IamOlympicSteel.com)



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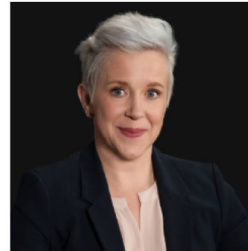


## Microsite

The microsite was the cornerstone of this communications campaign. It featured news, success stories and articles about people, the organization and the metals industry.



### Theresa Schuck Thorp, Marketing & Communications Manager



*Embodies the Attitude of an Olympian. Embraces change. Brings positivity to everything she does.*

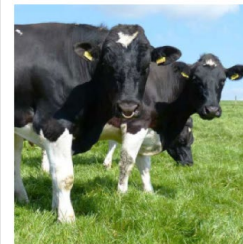
If you're looking for someone who embodies the attitude of an Olympian – a hard worker, continuous learner, with a focus on winning, a commitment to our Core Values and a positive attitude – look no further than Theresa Schuck Thorp, Marketing & Communications Manager. She brings each of these traits and more to work every single day. For starters, Theresa's positive attitude is downright infectious! She always shows up with her positive, glass-half-full, optimistic spirit. And she believes in intentionally practicing gratitude and working to recognize and celebrate the good in people and experiences.

Since Theresa joined Olympic Steel in 2005, she has learned to be flexible and embrace change, because, well, things are always changing. She says that, no matter what your job is, "it's important to see where your skills fit on the team and identify the gaps that need to be filled. Then learn, read and stretch to your fullest potential." And she thinks it's always a good idea to say "yes" to new opportunities and challenges throughout your career.

As an example, one of Theresa's accomplishments: She partnered with Jerry Kowalski to manage a full end-to-end maintenance repair and replace project for the temper mill at our Bettendorf, IA facility. The two didn't know much about each other when they started, but their skills were a convenient complement to one another's. Jerry was the technical and mechanical expert, while Theresa managed the requirements, plan, schedule, resources, costs, budget and execution of the project to plan. Not only did they win an Fe Award for their outstanding work, they also ended up the best of friends.

It doesn't get much better than that.

### This Charity Work is No Bull



*Livestock raised money for a good cause*

*McCullough Industries recently supported two local charitable organizations*

McCullough Industries' history is steeped in charitable work and giving back to the community. That's why we recently participated in the Hardin County Fair in early September. As a part of the fair, we placed bids on farm animals that were raised and cared for by children in the local community. Specifically, we are now the proud owners of:

- A Market Beef Steer (1,448 lbs.)
- A Reserve Champion Market Beef Feeder Steer (630 lbs.)
- A Grand Champion Market Dairy Steer (1,493 lbs.)
- A Market Rabbit (13 lbs.)
- Two Market Hogs (268 lbs. and 231 lbs.)

No worries, we aren't planning to build a barn on McCullough Industries' property! The children who raised the animals will keep them, and the money goes toward their college educations.

In another unrelated charity outing, we went to fly kites with the Kenton, Ohio YMCA for their third annual "Go Fly A Kite" day. McCullough was a bronze sponsor for this event where children and their families built and flew kites. They also watched PIGS Aloft kite club fly their giant specialty kites.

Both of these events were great fun and just another way we are displaying McCullough's commitment to the community, Hardin County and Olympic Steel's Core Values.

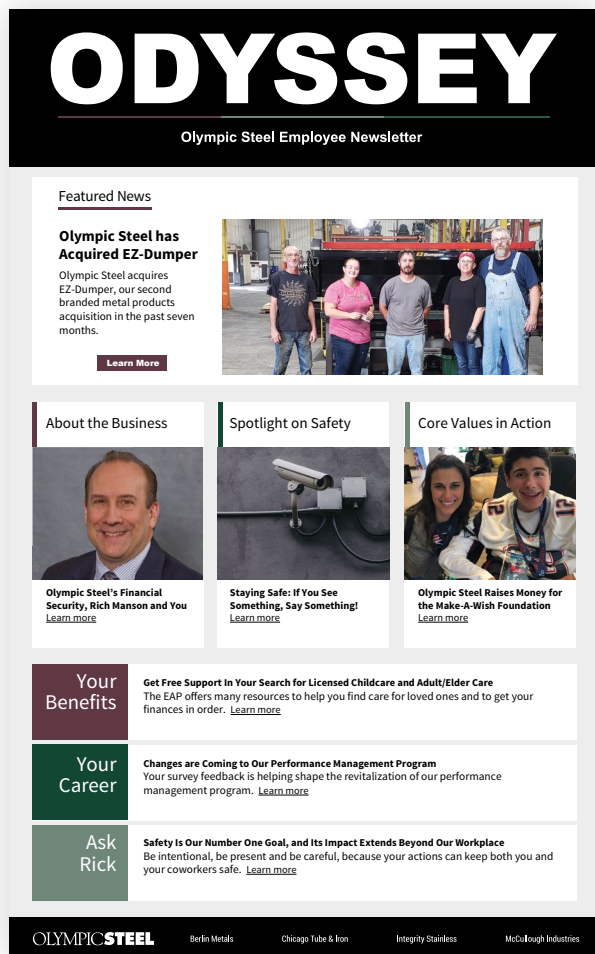


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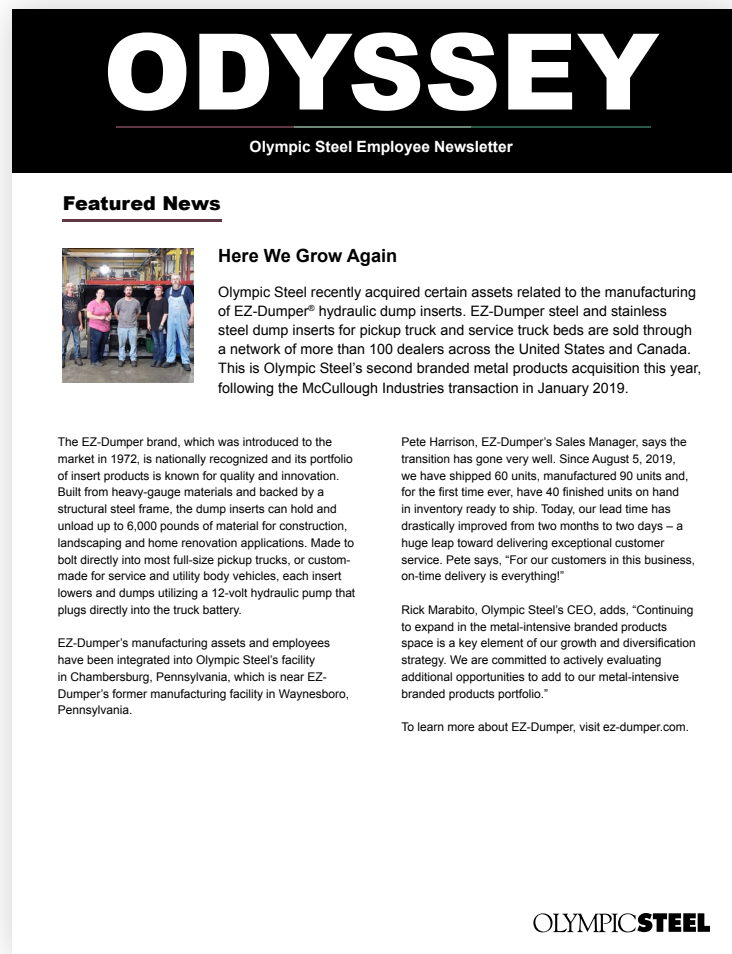


## Newsletter — eNewsletter and Printable

The Odyssey newsletter's design and messaging was completely revamped to fit in with the new I AM Olympic Steel branding. Employees could read a hard copy of the newsletter or read articles linked from an email that was sent to them.



eNewsletter



Printable



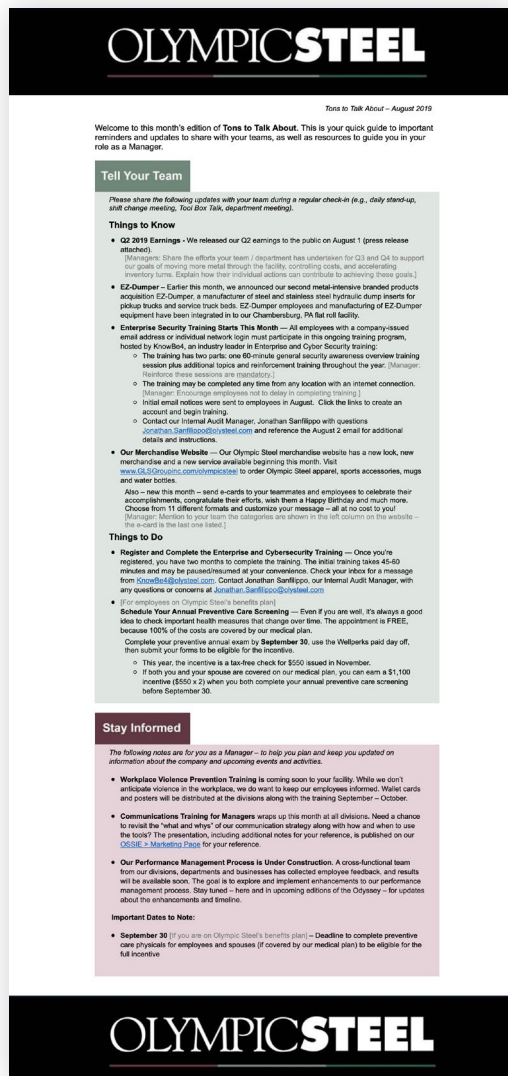
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# Manager Communications

## Tons to Talk About

Tons to Talk About was managers' quick guide to important reminders and updates to share with their teams. It also offered helpful resources that would help the managers in their roles.



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# Leader Communications

## Monthly Business Update

Leaders received monthly updates with customizable talking points they could use with their business units/divisions.

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### Monthly Business Update

**Objective:** Improve employees' understanding of our industry, our business and how they directly contribute to the company's success  
**Speaker:** General Managers and Corporate Leadership  
**Audience:** All employees at your location  
**Delivery:** Verbal, in person, at existing meeting (standing staff meeting, shift change meeting, other)  
**Duration:** 5-10 minutes  
**Frequency:** Monthly

Please customize these talking points as applicable to your business unit/division and share them verbally with all employees at your location in an existing meeting (e.g. standing staff meeting, shift change meeting) by **[date]**.

#### SAFETY FIRST, ALWAYS

- Safety is everyone's job. We focus on safety in everything we do. We all work together to ensure everyone goes home safely each day.
- **Safety focus: Lock Out Tag Out Basics**
  - Prior to removing a guard, entering a machine or placing any part of your body into the danger zone, the machine **MUST** be locked out.
  - Lock out tag out is required **EVERY** time a machine guard is removed or any part of your body is placed into the danger zone.
  - Lock out tag out is not just for electricity. It includes all other types of stored or potential energy, including pneumatic, hydraulic, gravity, water, steam, etc.
  - **NEVER** remove a lock out tag out lock, tag or device unless you are trained and authorized to do so.
  - Poor equipment up time is **NEVER** an acceptable excuse for not following lock out tag out procedures.
  - Find ways to do lock out tag out safely, efficiently and consistently
- We've had several significant injuries in recent months. **[GM/Leader: Add detail on issue, prevention and corrective action for incidents at your division]**
- **Our division safety stats:** **[GM/Leader: Add your division's current monthly/year-to-date safety stats]**

#### OUR INDUSTRY

**Market**

- The steel market has been more challenging since Q4 2018. Steel pricing is based on supply and demand. Today, overall demand for steel is decent, but it's down from the high levels seen at equipment manufacturers.  
**[GM/Leader: Reference customer booms at your division last year vs. their demand today]**

**Supply**

- The steel supply is growing. As supply/metal availability increases, market pressures cause prices to decline.
  - Additional flat rolled steel capacity coming onboard in the U.S. – including new projects as well as restarts of previously idled facilities.
  - Tariffs have been removed on Canadian and Mexican metal, and Turkish steel tariffs have been cut in half. This will increase availability of foreign steel in the U.S. and will pressure domestic prices lower.

#### OUR BUSINESS

**First Quarter Earnings**

- Our sales were up 20% over last year, which can largely be attributed to our Specialty Metals and Chicago Tube & Iron (tube and pipe) performance.
- Carbon flat roll shipments were down during this quarter. **[GM/LEADER: Add comments for your division]**
- McCullough Industries, which is Olympic Steel's newest acquisition (January 2019), had a successful first quarter with Olympic Steel.

**Inventory**

- When it comes to steel, the equation is simple: buy low and sell high. If we buy steel and don't ship it quickly, the risk of prices dropping before we sell the product increases.
- This is why inventory turns are critical – and why we want to continue increasing the rate of those turns.
- Our company inventory goal is 225,000 tons by June, and it will be even tighter in the second half of the year. We need to be as efficient as possible receiving, processing, shipping – at the top of our game. **[GM/LEADER: Add comments on areas you need your teams to really perform on]**

**Olympic Steel Strong – How Our Division Contributes**

- Drive down inventory (DOI), turning inventory quickly. **[GM/LEADER: Add what your division is doing/needs to do to reduce DOI]**
- Work together to control operating expenses. **[GM/LEADER: Add what your division is doing/needs to do to control expenses]**
- Our sales team works to "Take the sale and make the call before your competition makes the call." We're in a competitive market. We need to make those sales **AND** we all need to execute – delivering what the customer ordered, when they expected to receive it. This is how we win more business and keep the business we have.
- What you can do:
  - Ensure excellent quality
  - Deliver on time
  - Exceed customer requirements

Questions? Additional topics to recommend? Please contact Theresa Schuck Thoop at [tschuck@olysteel.com](mailto:tschuck@olysteel.com)

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