

# ONE FACTOR THAT CAN MAKE OR BREAK BUSINESS TRANSFORMATION



*Jim Kotek, President and CEO of Menasha Corporation, provides perspective on being successful during a period of transformation.*

Many companies today are transforming all or portions of their business model due to new demands in consumer buying behavior, increased accessibility to data, and rapidly changing marketplace needs. Digitalization and a new generation workforce also impact business operations, causing companies to re-evaluate how work gets done. The level of change is disrupting most, if not all, business-to-consumer and business-to-business industries, including the manufacturing industry. But while improved data and marketplace shifts are factors that drive change, collaboration—or lack thereof—can make or break business transformation.

Working collaboratively is not new to most businesses. Considerable effort and practices that encourage businesses to collaborate more with customers and among employees have and are benefiting companies. What's different today is the need to collaborate beyond the traditional boundaries that have defined industries and marketplaces in years past. Today we have the technology and tools to share information instantly, and we no longer need to operate sequentially. For example, at Menasha Corporation, where we have geographically dispersed manufacturing plants, we are able to share real-time information across our network of operations. This capability was not always feasible in the manufacturing industry, and for a company of our size, and given the broad range of our product offering, the transformation process took years. And, we will continue transforming our business as new breakthroughs arise with our customers and in our markets. However, a collaborative mindset is key to making change successful—and not just within an organization, but externally as well. We see mobility, transparency, and digitalization shaping cultural behaviors. At Menasha Corporation, we are defining new and innovative ways we can provide value to customers by leveraging our strengths and capabilities to address their new needs. E-commerce services and solutions is an example of a new area where we bring value to our customers. Working collaboratively with customers, suppliers and even competitors will bring about the most sustainable change.

Business transformation is not easy. As a 169-year-old company, Menasha Corporation has been through its fair share of transformations. In response to today's changing environment, we again are on an exciting change-journey that will propel our company and our employees to be successful in our markets. Expanded and unconventional collaboration is key; it widens our lens and will make, not break, a successful business transformation.



The power behind possible®

*Menasha Corporation is a leading corrugated and plastic packaging manufacturer, contract services resource and supply chain solutions provider. Its commitment to collaboration is rooted in a [value](#) system that has been upheld since 1849. [www.menashacorporation.com](http://www.menashacorporation.com).*

