



Growth in Today's Aerospace Environment

What does it take to grow in today's aerospace environment?

You may think it's technology, or the Customers and projects that drive change and advancement. While those are certainly necessary components, they are not the most essential pieces of the puzzle.

It's our Associates. ***Our LAI Associates are more important than our Customers.*** It's our collective knowledge, experience and skillset that keep the LAI machine running, and on an upward trajectory.



Here at LAI, we have a “family first, agency second” mindset. We instill a sense of teamwork. Teamwork is meant to be a broad concept as we include all Stakeholders: Customers, Suppliers, Shareholders and most importantly, our fellow Associates. Not only does teamwork help us solve our Customers problems most efficiently, it also helps us to grow.

Stakeholder Engagement = Better Bottom Line

[In a survey by Gallup](#), about 70% of American employees report that they aren't engaged and thus, don't work to their full potential. And that slows growth. In fact, that can lead to up to a *\$550 billion loss in U.S. productivity each year*. But not at LAI.



We work to understand what drives our Associates' motivation and engagement. For some, it may be the drive to acquire, as in bring new business and Customers to LAI. For others, it may be the drive to defend, such as working on solutions for military and defense Customers. There are many drivers for motivation, so it's a matter of drilling down what matters to each Associate, then putting systems in place that will appeal to each motivational driver and Associate. We can then keep all Associates engaged and productive.

It also means attracting the right Associates who are motivated by the same things we are. Our recent Culture initiative (brochure and video) is a great example of how we are instilling our vision and our Culture from day one with new Associates (and perhaps refreshing our Veteran Associates). At LAI, we recognize how profoundly important our Culture and engagement are for our growth.

Empowered to Lead

Part of engaging all Stakeholders and finding solutions is our leadership style. While many companies take a top-down, managerial approach, we find a bottom-up leadership style to be more effective. [What does that mean?](#) It means all of our Associates are empowered to take the lead on a task or project. Each person's opinion, knowledge and experience are just as important as the next. And everyone is encouraged to think strategically; to look for opportunities and strive for growth. This simplifies processes and procedures while also making all of us more adaptable to improvement and efficiency. All of our talents and skillsets are leveraged and utilized. Which puts us in the best possible position for growth.

"In today's fast-paced society, the difference between success and failure can lie in a company's ability to adapt." [-Entrepreneur.com](#)

Growth happens when we stop to listen and deliver on what the Customer really needs – not what we *think* they need. When Customers come to us with their problems, we collaborate collectively between **all Stakeholders** to provide the best solution to the problem. Rarely is the best solution from only one Stakeholder group; most often, it comes from the collective group. And it's often an iterative step process, but we're okay with that. When we focus on the collective, we gain buy-in immediately and help drive a solution much faster. Faster and better solutions will in turn lead to our continued growth.

About LAI International:

LAI International is a premier provider of highly-engineered, mission-critical components since 1979, and is renowned for our cutting-edge precision component manufacturing and solutions. LAI helps OEMs meet production goals by delivering high quality complex components on time, every time, at the right value.

LAI specializes in the core phases of the product lifecycle, from R&D (Research & Development) to NPI (New Product Introduction), LRIP (Low Rate Initial Production) and FRP (Full Rate Production). In addition, LAI is an expert in cutting edge technologies, as demonstrated by becoming the world's first NADCAP certified Additive Manufacturer in the world.

As a true strategic partner, LAI is focused on solving tomorrow's complex component manufacturing problems today. For more information, please visit www.LAlco.com