

TRUST AND TRANSPARENCY



the story of Artcast

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About organization



Artcast Inc. is a well-known art foundry over 50 years of experience producing high quality bronze castings, architectural elements, and monuments in Canada. The creation of Artcast Inc. began in 1964 when three friends, Eric Knoespel, Barry Hadley, and Allan Rice were having a quick lunch discussion and they thought that they should start their own organization because of their experience in casting industries. Before establishing administrative structure for their new business, they went to lawyer for casual documentation and made important decision that Eric became President, Barry was Vice-President and Al became Secretary Treasurer. They have started their business under the name of Canadian Investment Castings Ltd. which was one garage on Guelph street at Mountainview Rd. in Georgetown Ontario. As time passed, they needed more space and people so three partners moved their business down the street to 11 Mountainview Rd. In 1974, after some years they sold shares to Cercast industry which was located in Montreal. The deep knowledge of working as a supervisor in an industrial casting environment would benefit Eric throughout the years as the driving force behind Artcast Inc.

Years passed and in their teenaged years all three of Eric's children, Andrea, Mona, and Marcus started work in Artcast, after graduating high school they went their own directions. In 1988 Marcus and Mona came in organization second time. Mona was a major part of the customer relations team up until she passed in 2006. Marcus was a large part of the technical team and now he is the current president. Marcus is now the chair person for Artcast Inc. and is currently running the business. In current position organization has 10 employees and one manager including Marcus. Dave, Yuri and Stan are technical team who works in production house. Andrzej works in designing department, Patrick is marketing person, Cody and Holly are responsible for customer service representative, Charlene and Cathy are take care of administrative work Marcus is manager.

Over the years, success of Artcast was published in several times in national newspapers like the Toronto Star and The Globe and mail, in Magazines like Equinox, and many times in industry-oriented publications such as Canadian Copper.

Within 20 years Artcast has gained an international reputation for quality, service and reliability. Artcast has also worked with the Government of Ontario to produce provincial sculpture which were established in national parks.

Artcast is official member of
Halton Hills Chamber of Commerce
The Canadian Foundry Association
The American Foundry Association, Ontario Chapter
The Canadian Federation of Independent Business
Canadian Copper and Brass Development Association
Metallic Art Society of Canada
Supporting Member of the Sculptor's Society of Canada
Canadian Association for Family Enterprise
The Investment Casting Institute

Trust and success

As organization is family run business, everyone knows each other very well and bonding between employees in organization is very strong. Artcast has achieved many goals in last 50 years. Marcus is known as very passionate about his work and always worried about future of organization. He believes to build healthy relation with customers which is really important in this business. Mostly Artcast deals with giant organization who wants metal statues in their park or buildings also work with city park authorities who ask for attractive statues in park. Once good relation with city park authorities and Marcus led organization to very crucial decision. One day Marcus was working in his office as usually in morning and suddenly customer service representative Cody informed Marcus that government of Ontario is interested to work with Artcast as they have created some unique sculpture in many parks of Greater Toronto Area. That was proud moment of Marcus and for Whole organization. In reply Marcus had also shown his interest to deal with Ontario government. He went to the office for legal documentation and both parties made agreement. In excitement Marcus made wrong decision which he realized after, as per agreement Artcast have to provide 15 masterpieces to the Ontario government within 1 year of duration and behalf of this Ontario government will pay them big amount. When Marcus was sign agreement, he has only thought that by accomplishing this task Artcast will create unique identity in casting industry among their competitors. But Marcus forgot that he has not enough resources to fulfill requirements of agreement. Sculptures which were demanded by Ontario government takes usually 1 month or more time in Marcus's production house. Now he has big challenge because he has to complete 15 sculptures in only 1 year. He realized that he should take opinion of his team before this step and he decided that if employees denied his proposal to complete this agreement, he will not force them.

When he came back and discuss this situation with the employees everyone shocked, everyone knows that Marcus made wrong decision rather than blaming him everyone started discussion that how can they complete this difficult task. Marcus was very happy to see enthusiasm of team. Still problem was not solved because of insufficient resources it was nearly impossible task. After long debate they reached to conclusion that they can not complete 15 sculptures in 1 year alone, they should involve other people who has skill and can work as third party.

There were many other possible ways to complete that agreement, by assigning work to other organization it could be done easily but Marcus wants Artcast complete this project. Finally, they decided that designing work should be done outside that they can save time. Marcus has full faith in his team and team also believe in Marcus. As Petrik was working in marketing field, he has good relation with people who are working in casting industry. As per team's opinion Petrik is the person who can find best and trustable designers that can help them. Petrik agreed with this opinion and selected some people who had done amazing work in casting. As organization believe in transparency Petrik requested for team meeting and showed 5 people's profile and among them organization had to choose 3 designers. After decision they started work together and made first structure within 3 weeks. It was good news for Marcus that they were not behind schedule.

The first sculpture was established in central park of Ottawa in fourth week. Months passed they were doing best. With the help of hard working and trustworthy employees within a year they have completed all 15 sculpture and established at decided place by Ontario government.

Way to build up Trust and Transparency

In fast pace of life, just imagine about that a world where you do not have trust to anyone even your friends and family. What happen? What your life and world look like? Are you stuck in any financial transaction? How would you feel? Let's move to build up criteria for trust and transparency.

We realized that minimal democracy always leads trust and transparency. Employees have vertical responsibilities they work like their own company. Project manager must create trustworthy environment. Eric told us about how they achieve success. After discussing each corner about Art Cast. Trust is pivotal to any organization. It creates satisfaction between manager and employee, company and customers. Transparency as a tool to rebuild trust in the organization. Research revels many theories about types of trust and transparency but according to me mutual understanding and experience is must require. Senior executive or start with like "this is my idea, who can make better" we have to trust each other thorough out the project. Trust and transparency always boost productivity, creativity and moral.

Conclusion

Finally, we want to conclude that A person who have characteristics and communicate honestly, openly, and authentically are more credible and trustworthy. Transparency is essential to managing and leading others successfully. Clear, honest communication builds trust. Without trust, business can't grow. Trust affects two outcomes, speed and costs. Our experience at art cast was wonderful. To learn by real experience is always wonderful. At the end Pure soul and no politics, no conflicts with others and live life like other is not other but my divine brother