



## PRESS RELEASE

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### For Immediate Release

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## CMTC Offers Exciting New Training Program to Manufacturers

**TORRANCE, CA** –[California Manufacturing Technology Consulting](http://www.cmtc.com) will offer an experiential workshop program for understanding behavioral styles to maximize leadership, management and supervision effectiveness. This impactful workshop will improve communication and teamwork for its manufacturing customers and will provide more tools to help boost workplace efficiency by maximizing employee potential.

A leader in providing consulting services to Southern California manufacturers, [CMTC](http://www.cmtc.com) has used this program for years with their own employees. But it recently forged a relationship with Straight-line Management to provide the training, called “Building Powerful Connections”, to manufacturers in the automotive, commercial, industrial, aerospace and food industries.

The training, which will be offered in both English and Spanish, deals with recognizing and understanding one’s own style and the style of the person you are interacting with whether he or she is a teammate, prospective customer or an existing customer. This training adds a new component to CMTC’s High Performance Management service suite, which includes Growth Strategies and IT Services.

“At the end of the day, the machines don’t produce—people do—and that is what’s important,” said Jose Garcia, a senior consultant at CMTC who has a doctorate in organizational behavior and will lead the training.

The “Building Powerful Connections” training employs a “social styles model” developed nearly 40 years ago that defines patterns of behaviors into categories such as assertiveness and responsiveness. Assertiveness is measured by whether someone attempts to influence others’ actions or not. Responsiveness is defined by how emotions play into decision making, which can indicate whether a person tends to be more task or people oriented.

The training teaches that employees are not just culturally diverse, but they also vary in their personality and working style. These techniques can assist manufacturers in many areas of their business, including managing change, creating teams, hiring, coaching others and mediating conflict.

“If you want to improve processes and the bottom line,” Garcia says, “people must drive the change.”

### ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING

A private, nonprofit corporation, CMTC was established in 1992 to provide high value consulting services to California’s high tech and traditional small and medium-size manufacturers to increase their competitive advantage through improved methods of management and manufacturing. Today, through its regional teams, CMTC provides consulting services in the practice areas of Strategic Business, Lean Enterprise, Information Technology, Energy Services, Quality, Distribution and Supply Chain Management. CMTC’s regional teams cover Los Angeles, the Inland Empire, Orange County, Ventura/Santa Barbara County, the San Fernando/San Gabriel Valley, the San Joaquin Valley and San Diego/Imperial County. For more information, visit [www.cmtc.com](http://www.cmtc.com).

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