THE ALTERNATIVE BOARD

# HÎ-MAP

## CASE STUDY: Kevin Collins

# How Stronger Management Impacts the Entire Business

**KEVIN COLLINS IS THE TECHNOLOGY & BUSINESS DEVELOPMENT** Manager at Rayment & Collins, a family-owned graphic design, digital marketing, and print services company. As the industry evolved and his role within the organization grew, the time was right to implement HI-MAP, TAB's High Impact Manager Accelerator Program. And the results are profound.

**When Kevin Collins talks about the business, he tells a story that stretches back decades**. Kevin's father and his business partner launched Rayment & Collins in 1989 as a small pre-press operation focused on translating digital designs into physical packaging. Over the years, the company evolved into a full-service marketing business offering printing, graphic design, website development, and direct mail production.

Today, Rayment & Collins employs nearly 50 people and operates as what Kevin describes as a "solutions hub" that continues to organically expand its capabilities to meet client needs. "If they ask for something, we're like, 'Yeah, I think we can pull this off,'" Kevin says.

**That curious, adaptive, and client-driven mindset has defined the company's growth from the beginning.**

Kevin's own path into the business was anything but linear. After being brought in by his dad, Kevin rotated through departments across the company, starting in shipping and fulfillment, moving into press operations, then IT, sales, and eventually management. With a background in engineering, Kevin brought a natural curiosity and a strong set of problem-solving skills. "I do enjoy some good challenges," he explains.

While Kevin was gaining extraordinary knowledge related to key areas of operations and possessed an increasingly strong skillset, the business lacked an enhanced and structured approach to managing people and driving performance. Kevin says that the pandemic was a turning point, as leadership recognized the need to address shifts in the industry and reconsider long-standing processes that were perhaps showing their age.

**"We needed to adapt. We needed to change. What we needed was to find management solutions that were more conducive to our current environment."**

So Kevin and Rayment & Collins turned to HI-MAP, TAB's High Impact Manager Accelerator Program.

"Having HI-MAP's structured skill development paths kind of fit the way my engineering brain worked," Kevin notes. He says he left each HI-MAP session with actionable insights that he knew would drive change.

**"The mentoring and coaching module was really good for me. Moving into my management role, I was very much doing things on my own and leaving behind little gaps. With the coaching I learned how to get the most out of people and help them succeed in their roles. Small changes in the way I was managing people were immediately beneficial to the company."**

Kevin says before HI-MAP he felt beholden to inefficient, ineffective meetings because that's the way they had always been run. "I kind of watched what everyone else did and I started doing the same. We were just sort of sharing for sharing's sake," he recalls. Through HI-MAP, Kevin recognized how these meetings were falling short and how they could wield much greater impact and influence throughout the business.

That shift from mere participation to true intentionality sparked broader changes in how leadership and the entire business communicated and operated. **"It wasn't just us at the top trying to make it happen," he says.**

Another defining moment came when Kevin set out to develop an employee for a promotion they were interested in. Using HI-MAP principles, Kevin worked with this person to set goals, accountability, and expectations. Faced with this clarity, the employee realized the role wasn't the right fit and resigned. While not the outcome Kevin expected, he realized his HI-MAP training had actually saved the business substantial time and money.

**Management Made Purposeful:** Thanks to HI-MAP, Kevin and the company continue to be empowered with a stronger, more structured, and more successful approach to effective management. **Click here to learn more.**


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