

# WV DOT Newsletter

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## SUPPORTIVE SERVICES

- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website
- Plan Reading



## Protecting Your Brand Identity

Public perception of your company hinges on more than your logo

Brand identity is often defined as a logo; companies like Starbucks, Pepsi and Microsoft may come to mind. Yet, brand identity is more correctly defined as how a company is perceived by others. That perception can vary from person to person as well.

While no company can completely control how the public perceives it, it can control the attributed elements such as its logo, colors, fonts, style, tone and imagery.

But brand identity goes well beyond flashy design and also includes your company's culture and service offerings — the things that will keep customers coming back for more.

### Why Do I Need a Brand Identity?

- Does our company have a brand identity?
- Our company is too small/big. This doesn't apply to me.
- I have a marketing department; this is their job.
- We've been in business for a long time. No one cares about my brand identity.
- I don't have time for this.
- My company has a great brand identity; you're not talking to me.

I am talking to you directly, my friend. Let me assure you:

- Your company does have a brand identity.
- Regardless of your size, the need for a brand identity applies to you.
- Your messaging and branding impacts your targeted audience, community, competitors, partners and team. They care about your brand identity.

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## 8 Wastes to Eliminate With the Use of Technology

Your game plan for ditching inefficiencies & doubling productivity

When it comes to construction, “lean” is a hot topic. It serves as a potential playbook for more operational and jobsite efficiencies — which, for construction companies, is a great way to plan to face challenges on and off the jobsite.

The lean game plan has a key concept for a challenge that affects construction companies everywhere: identifying and aggressively confronting waste. Add technology to the plan, and your company is on its way to becoming an unstoppable force in the construction industry. Before removing waste, you’ll need some tools to sift through it.

### 3 Lean Tools: What to Use to Sift Through the Waste

1. Genchi genbutsu — This lean tool gets people to see the “place where it happens.” The Toyota Production System (TPS), for example, is well known for utilizing this concept in their company to make sure any problems, their causes, roots and relevant facts are taken into consideration and observed. For construction, genchi genbutsu is quite simple: Go see it yourself. See the jobsites your company operates on. See your team perform. See where there are openings for any waste.
2. Kaizen — This tool brings together your entire team to continue growth, improvement and development. This concept can find ways to identify and eliminate waste while facilitating teamwork across roles and teams. Having collaboration across the organization opens your company up to more solutions, creativity and innovation when removing waste.
3. Poka-yoke — This lean tool refers to mistake proofing — making sure mistakes aren’t allowed to happen on and off your jobsites in the first place. Examples are everywhere in construction, from lock out/tag out to clutches on cordless drills. If there is room for error, then your company can take the necessary and informed steps to eliminate that risk.

Adopting these three tools doesn’t require a full-blown lean transformation — but with those tools in your pocket, you can review how waste affects your company. Your team may already use these tools in your company, whether you know the terms or not.

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## About The WVDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on WVDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.



**CEI DBE Supportive Services**

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