

# **Financial Decision Maker**

## **Case Studies**

### **Sturm Foods**

**Project:** Making a Difference at Sturm Foods

This family-owned, private-label food manufacturer was purchased by a private equity group, which installed a new management team. The team's objective was to move from a family-owned culture to one focused on business management and performance. Michael Higgins and his designed a four-hour program the company could rollout to all 400 employees, with the largest group being workers on the line. Using business acumen and financial awareness as the content, the program changed the company's culture to engage everyone in making a difference.

Following the program, employees and their supervisors began meeting regularly to brainstorm ways to improve key performance measures. Sturm's CFO, Rob Reugger, estimated his potential cost of goods and expense savings from the training @ \$5,000,000.