

COACHING WORK

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COACHING



TEAM
COACHING



CLASSES

Polymer Additive Company

Food Science & Technology Coach



RESULTS



"I got it" when Executives understood the role of their additive within the complex packaging value chain



"AH ha moments" that blended the new world of packaging to relevant additive functionality to identify new opportunities



Confidence and understanding in decision making



Deep understanding of meaning of the additive's key properties of melt index, molecular weight distribution, and dispersion and their role in packaging functions of tensile strength, elongation, extrusion compatibility, and static load



Understanding the role of the additive in meeting trends within the packaging science realm

CLIENT PROFILE

Additive company realized a production by-product could be employed as a polymer additive for the packaging industry. They knew opportunities existed. But, conversations with potential customers never went past samples being sent.

OPPORTUNITY

New investment dollars required letters of purchase intent from unknown packaging companies .

Value chain partners were needed to refine and evaluate the additive.

This startup company executives needed to get up to speed fast in order to tap into the packaging industry.

SOLUTION

Mentoring during conference calls.

Exhibit floor walks with Dr Sand.

One-on-One coaching meetings.

Positioning within polymer industry based on properties.

Dr Sand made sure critical personal "got it" by breaking down complex science into understandable bites. Sand attended key meetings serving as "translator", making sure employees and management understood the key drivers and takeaways from a packaging point of view. By mentoring key executives on the science, technologies and applications used most in the industry, Dr Sand helped this company gain valuable initial letters of intent critical to gaining startup funds and brought a major innovation into the polymer industry.

Connect with Packaging Technology and Research



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