



# Lexington

Manufacturing

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[LexingtonMFG.com](http://LexingtonMFG.com)

# A Plan for Growth

- Started with a strategic plan.
- In the past we always had a desire to grow, never a plan.
- Only looked 12 months out.

# Strategic Plan Elements

- Values, Vision, Mission.
- A 5 year plan with specific top and bottom line goals.
- Stretch goals that require significant effort and planning.

# Sales Plan for Growth

- Our Sales team developed a plan based on the Vision, Mission.
- Focused on what customer in which markets at what size.
- Took into account the products and capacities that had most room for growth.

# Operations Plan for Growth

- A complete capacity analysis.
- Focused on meeting the customer expectations.
- Constantly reviewing product and customer contributions for improvement.
- Used 80/20 rule to focus effort on greatest benefit.

# People Plan for Growth

- Right people in the right seats.
- Involved all key staff in strategic plan building for alignment.
- Identify and improve internal customer relationships.
- SMART goals.

# Results

- Sales growth is meeting the strategic plan.
- Profits are growing faster than sales.
- Our people have better alignment to our long term plan.
- Maintained a “Customer Intimate” culture.

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