

# Knowledge & Learning Opportunities

Building Stronger Leaders  
& a Stronger Workforce



**Metals Service Center Institute**  
100 YEARS **STRONG™**



“MSCI has been a great partner to us here at Olympic Steel over the years. Information we have gained from being an MSCI member is invaluable and has allowed our team to be efficient, educated in our market and rely on our metals allies to propel our business.”

CASSY POWERS, SHRM-CP  
Vice President, Human Resources  
Olympic Steel, Inc.



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**M. Robert Weidner, III**  
President & CEO

Visit [MSCI.org](https://www.msci.org) or scan the QR code to view our online catalog:



# Welcome Letter

Dear MSCI Member,

I'm proud to present our Knowledge and Learning Catalog. The biggest competitive advantage a company has is its people.

MSCI is here to help you  
**build a stronger workforce and stronger leaders.**

The North American economy is changing rapidly and, for years, industrial metals companies have struggled to find talent. MSCI helps close that gap by providing the knowledge and learning your employees need to sharpen current skills and learn new ones.

Our instructors create lessons **specifically for the industrial metals workforce**. We offer programs on topics ranging from sales to safety to strategic leadership. There's something for everyone, regardless of skill level or functional role. We have online opportunities, and classes that are in person – and, when it comes to timing or location, we can tailor a program to meet your company's needs.

**Scan the QR code**, which will take you directly to our website where you'll find our current schedule of knowledge and learning opportunities.

We hope you'll enroll and share this catalog with industry colleagues.

Sincerely,

**M. Robert Weidner, III**

President & CEO

Metals Service Center Institute



# Executive Leadership





## EXECUTIVE LEADERSHIP

# Battle Tested Leadership Principles

This experiential three-day program on the grounds of the U.S. Military Academy at West Point offers the strategic expertise needed to lead through situations that are volatile, uncertain, complex and ambiguous. Through practical exercises led by top military and corporate leaders, participants will learn how to:

- Define and protect your culture
- Achieve focus and alignment
- Create high-performing teams
- Establish a learning organization

“Battle Tested Leadership Principles was invigorating ... The very nature of this program also reinforces team mentality, which is paramount when you seek to maintain the Safety Always culture Kloeckner has cultivated.”

**JOHN GANEM**  
Chief Executive Officer  
Kloeckner Metals Corporation



## EXECUTIVE LEADERSHIP

# Battled Tested 2.0: Elevating Leaders

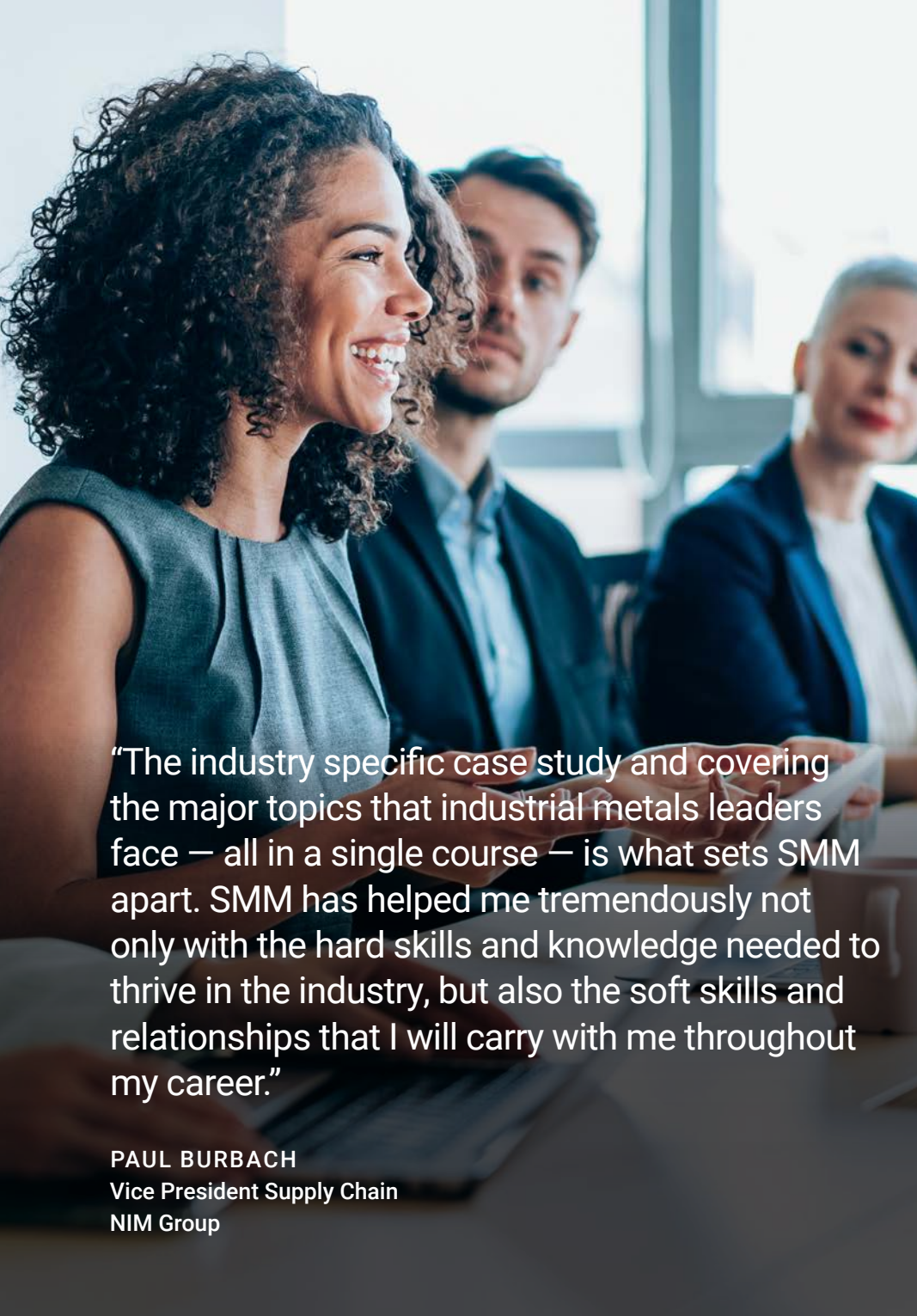
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Available to Battle Tested Leadership Principles graduates, this program helps company executives deepen their understanding of how to inspire teams, empower others, and provide the clear intent needed to help companies grow. Participants will have access to:

- **Immersive applied learning**
- **Unparalleled experiential sessions**
- **A supportive senior advisor**
- **Inspirational and expert faculty**







## EXECUTIVE LEADERSHIP

# Strategic Metals Management (SMM)

SMM is the only strategy and leadership education program designed specifically for metals leaders. Over five, one-week courses, SMM provides the opportunity to build relationships with fellow executives while learning to become high-performing leaders. The five modules are:

- **Leading strategy**
- **Managing markets and customers**
- **Driving operational excellence**
- **Corporate strategy, growth, and role of M&A**
- **Leading for high performance**

“The industry specific case study and covering the major topics that industrial metals leaders face — all in a single course — is what sets SMM apart. SMM has helped me tremendously not only with the hard skills and knowledge needed to thrive in the industry, but also the soft skills and relationships that I will carry with me throughout my career.”

**PAUL BURBACH**  
Vice President Supply Chain  
NIM Group

New to the academic syllabus in 2022 is a case study examining how Cleveland-Cliffs addressed several existential threats and used innovative strategies to grow despite industry challenges. SMM professors use the case study throughout each of the five modules to bring the themes to life.

**NEW**





# Talent Development



48%

of American workers would switch to a new job if offered skills training opportunities.

GALLUP

## TALENT DEVELOPMENT

# Elevating Women in the Workforce

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Women are an integral part of the industrial metals sector. In this live, online session participants will discuss the principles of executive leadership, how to be clear and confident about their strengths, how to navigate leadership opportunities, and how to demonstrate confidence and presence in their current role.

# Finance for Managers

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This live, online course offers managers in non-financial functional areas the confidence they need to consistently use financial tools, deploy and track appropriate metrics, and better understand how to make decisions that enhance company value.



## TALENT DEVELOPMENT

# Fundamentals of Metallurgy

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Geared toward newer hires in operations, sales, purchasing, and quality, this live, online course covers the basics of how metals are produced, how they behave, and how their properties can be altered by common mill processes. It also covers common metallurgical analyses used to evaluate metal properties, composition, and microstructure.

# Negotiation Skills

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Negotiation skills are a critical aspect of an effective manager's repertoire. This live, online session will improve participants' negotiation skills and equip them with the knowledge and strategies they need to continuously improve those skills over time.

# Supervisor Training

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On any given day, supervisors must build positive relationships with employees, hold them accountable, and drive business results. This live, online program will provide the necessary tools to build the strong and effective skillset and mindset needed to tackle issues and build on successes.



A close-up photograph of a person wearing safety gear, including a dark jacket and a high-visibility vest with reflective strips. The person is holding a white hard hat with a chin strap. The background is a blurred, warm-toned outdoor setting. The word "Safety" is overlaid in white text on the left side of the image.

**Safety**



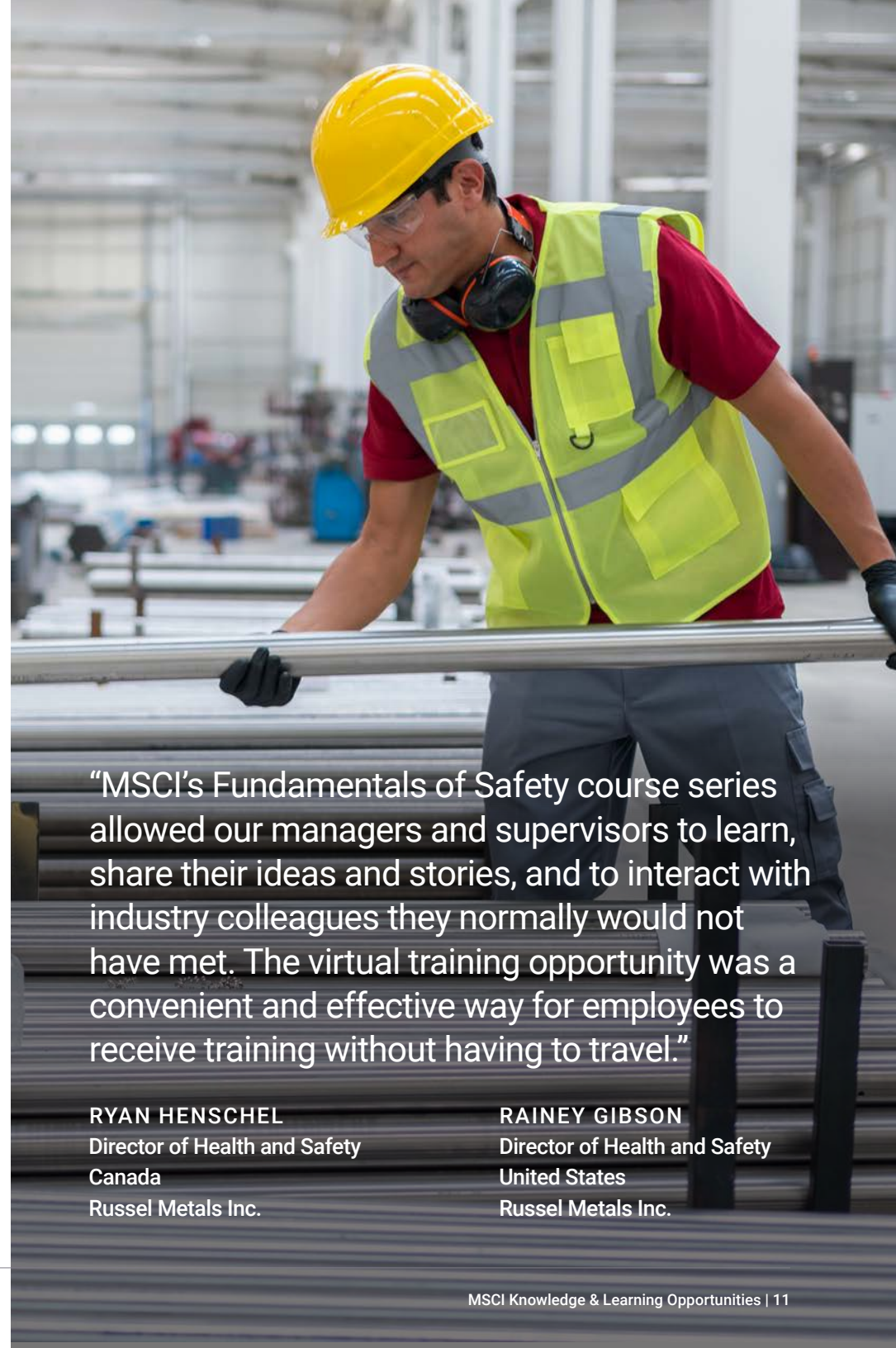
## SAFETY

# Metals Safety Workshop Series

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This affordable, live online series provides best practices that will help you build a consistent safety culture across all divisions. Through interactive, small-class-size workshops, we develop middle and upper managers and frontline supervisors to be safety leaders. Series topics include:

- **Fundamentals of safety**
- **Safety leadership**
- **High impact observations**
- **Physical hazard identification**
- **Job safety briefings**
- **Incident investigation**



“MSCI’s Fundamentals of Safety course series allowed our managers and supervisors to learn, share their ideas and stories, and to interact with industry colleagues they normally would not have met. The virtual training opportunity was a convenient and effective way for employees to receive training without having to travel.”

**RYAN HENSCHL**  
Director of Health and Safety  
Canada  
Russel Metals Inc.

**RAINEY GIBSON**  
Director of Health and Safety  
United States  
Russel Metals Inc.



Did you know OSHA issued more than 5,500 citations for falls alone in 2021?

Together they cost \$29.5M

## SAFETY

# OSHA Recordkeeping

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With reporting restrictions tightening, good recordkeeping is critical.

Enroll your recordkeepers in this live, online workshop that will teach them how to:

- **Be prepared to fulfill your company's recordkeeping requirements**
- **Accurately maintain your OSHA 300 Log**
- **Understand when an injury triggers a mandatory reporting requirement**
- **Properly fill-in and post your annual OSHA 300A summary logs**



# Operations





## OPERATIONS

# Effective Inventory Management

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Over four sessions, this live, online course will teach participants the comprehensive analysis procedures and tools they will need to maximize the productivity of their investment in stock inventory.

# Operations Management

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Looking to cultivate the most value from processes, projects, and people? This live, online program will expand participants' ability to identify improvement opportunities, prioritize operational decision making, and influence change. Operations Management is appropriate for everyone from an operator to a plant manager to a production supervisor.



A man in a dark suit and light shirt is pointing his right hand towards a screen or whiteboard in a meeting room. A woman with long dark hair is looking down in the background. The image has a red tint and decorative circular patterns in the bottom right corner.

**Sales**



Companies  
with higher employee  
engagement rates are

**21% more  
profitable**

HRCLOUD

## SALES

# Customer Service and Loyalty Development

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In this live, online session service professionals will learn how to reframe, rethink, and refocus in order to effectively and efficiently build their customer focus and customer relationships. Every participant will leave with a developed action plan to apply workshop ideas and learning immediately.

# Skills and Strategies for Inside Sales

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Effectively managing a desk or territory, particularly in a challenging marketplace, takes not only the proper product knowledge and skill-set, but also the proper mind-set. In an interactive atmosphere, sales professionals Re-Energize, Re-Frame and Re-Focus both mind-sets and skill-sets to effectively and efficiently build not only their desk and territories, but customer relationships as well. They leave with a developed action plan to apply workshop learning immediately.



## SALES

# Introduction to Outside Sales

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Along with sales skills and strategies, territory development and management is critical to the success of growing business within your territory. Both will be discussed in-depth along with the mind-set required to manage multiple responsibilities to increase sales and opportunities across all product lines and services available to customers and prospects alike.

# Advanced Outside Sales

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As an Outside Salesperson, you represent the key element connecting both your customer's and company's best interests. Leading and managing this critical relationship requires balancing the needs and wants of your customer, company, partners, and vendors. Your insight and influence will be expanded through this advanced course as you learn how to take your business and relationships to the next level.





# Products and Manufacturing



## PRODUCTS AND MANUFACTURING

# MetalLearn<sup>®</sup> Product Training

FREE TO MEMBERS

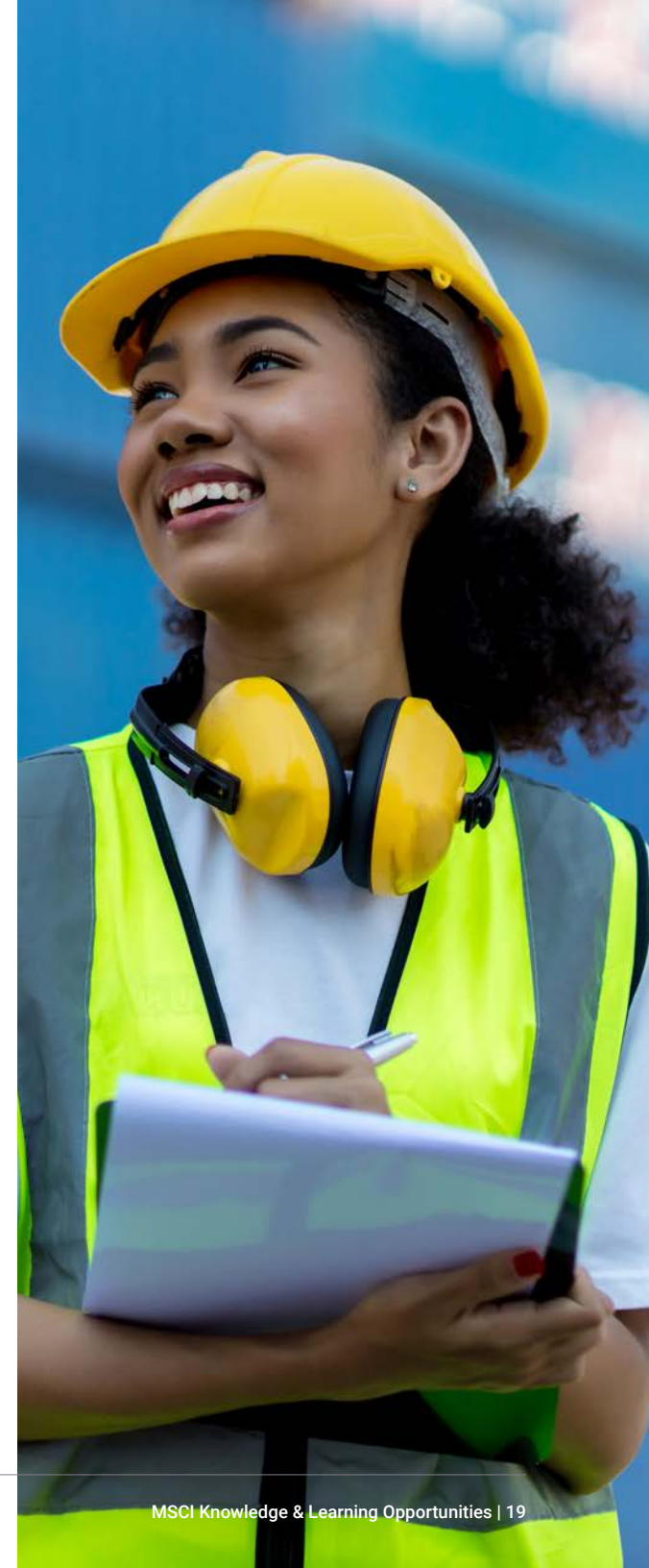
These sessions are a great addition to any onboarding process. They make product training simple by providing basic, but important, information about grades, characteristics, uses, and more. Participants may take all of the modules or any combination of them that fits their particular needs.

## Mill Training and Tours

The industrial metals community grows stronger together. These events are hosted by MSCI member company mills who share knowledge, best practices, safety and problem solving techniques, and more with their service center colleagues.

## Online Manufacturing Training

Onboarding instruction and ongoing training for upskilling are essential and improve retention and productivity. These online courses are an excellent complement to shadowing and hands-on training. The courses will offer workers the knowledge they need to feel confident on their own and get through their first year successfully.



# Faculty





## FACULTY

# Meet Some of Our Premier Faculty

The right teacher can make a lasting impression on a student, and bring concepts and facts to life. MSCI offers a rare opportunity to learn from a respected team of speakers, trainers, authors, researchers, consultants, and innovators.

## **Sam Chun:** Strategic Metals Management



Dr. Samuel Chun is the Professor of Management Practice at Washington University's Olin Business School. He has taught graduate-level courses in sales and marketing, business analytics, strategy, innovation, general management, decision analysis, and has managed corporate education for almost two decades.

## **Julia A. Kalish:** Operations Management



Dr. Kalish is an Army veteran and has been a university lecturer over the last 20 years at the University of Notre Dame, Purdue University, and Loyola University Chicago. She is a certified Project Management Professional (PMP), a Six Sigma Blackbelt (LSSBB), and has worked in manufacturing, retail, and food service.

## **Nikita Lawrence:** Elevating Women in the Workforce



Lawrence is a faculty member at Lake Forest Graduate School of Management's Center for Leadership. She is CEO of Wealth Success Chamber Enterprises LLC, a professional development and training agency that helps corporations, executives, entrepreneurs, and emerging leaders find fulfillment, happiness, and purpose in their life and work.

## **Major General Malcolm Frost (Retired):** Battle Tested Leadership Principles



Throughout his 31-year military career, Frost served in numerous strategic and operational leadership, command, and operations director positions in the United States and abroad. He led the U.S. Army's initial entry training enterprise, which transformed 130,000 civilian volunteers into soldiers who are disciplined, fit, skilled, and imbued with values.

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To find out more online,  
scan the QR code or visit:

[MSCI.org](https://www.msci.org)

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