

# CASE STUDY: MINE2WELL ENERGY SERVICES



“The communication between the owners was quite bad. If we didn’t get Jay involved and the insights provided by AcuMax Index, I don’t believe we would have survived as a business.”

Kyle Willard & Crystal Carroll

Founders & Owners, Mine2Well Energy Services

AcuMax Index - a key component in every stage of company growth as a business life-cycle instrument!

## BACKGROUND

Kyle Willard has always been a visionary – seeking new opportunities in business. Through a series of events, Kyle found himself in Oklahoma and discovered a potential breakthrough in improving the delivery of Frac Sand. Although the marketplace had multiple sand transporting companies, the processes used were slow and inefficient. A key to effective oil well drilling and completion is Frac Sand. All 4 of the founders had specific skill sets that could move the business forward. In 2015, Mine2Well Energy Systems was established and Kyle’s dream of a family business with his fiancé, brother and best friend became a reality.





## ISSUE 1

Shortly after commencing business operations, communication issues between the ownership created such an adversarial situation that the future of the business was in extreme doubt.

## SOLUTION 1

Through a mutual business associate, M2W ownership was introduced to Jay Hawreluk and the AcuMax Index. Skeptical that AcuMax would be able to help them, they agreed to give AI a chance and see if this instrument could help the owners and keep the business going.

In 2 short days, , the M2W leadership team understood themselves better with communication and inter-personal relationships immediately improving. M2W was now on their way!

## ISSUE 2

WHEN THE COMPANY STARTED, THE 4 OWNERS WERE HANDS ON AND DID ALL THE WORK. AS THEIR NEW OPERATING MODEL ATTRACTED MORE AND MORE BUSINESS, IT WAS TIME TO HIRE MORE PEOPLE TO HELP THE COMPANY GROW.

## SOLUTION 2

*"After we improved our communication as a leadership team, we recognized how helpful AcuMax is as a tool to help our hiring process and how it can help us identify and retain strong candidates"*

After adopting a new communication model and improving on their communication, Kyle and Crystal were ready to pursue other ways of utilizing AcuMax Index

Using the AcuMax Way of creating job profiles, M2W started hiring people for their wiring. Frac Sand delivery is a tough environment – the work is always outside; high winds and varying temps create an unpleasant working environment. As a newly formed business, M2W could not afford to pay high wages for their employees.

Following the AcuMax hiring program as well as adapting their culture to the type of people needed, AI assisted M2W in getting the right people the first time, so the owners were able to concentrate on providing great customer service and keeping turn over low.



# ISSUE 3

## USING ACUMAX TO ASSESS BUSINESS STRATEGY AND COACH TO MANAGERIAL SUCCESS.


THE AI HAD WORKED SO WELL IN IMPROVING COMMUNICATION AND CREATING A SOLID HIRING PROGRAM, THE OWNERS AGAIN REACHED OUT TO SEE WHAT OTHER WAYS ACUMAX COULD ASSIST. THE EXECUTIVE CONSULTANTS ON THE AI TEAM ASSESSED M2W'S BUSINESS STRATEGY AND REVEALED MULTIPLE AREAS THAT NEEDED TO BE IMPROVED TO HAVE M2W OPERATE AT OPTIMAL EFFICIENCY.

## SOLUTION 3

ACUMAX INDEX HELPED M2W LAUNCH AN 8-MONTH RESTRUCTURING PLAN DESIGNED TO ENHANCE THEIR RECRUITING AND SELECTION PROCESS – “WE IMPLEMENTED ACUMAX INTO OUR APPLICATION PROCESS AND BUILT AND HIRED CANDIDATES USING POSITION PROFILES AND JOB DESCRIPTIONS THAT ACUMAX INDEX HELPED US CREATE. IT HAS DEFINITELY HELPED US RETAIN EMPLOYEES!”

KIRK WILLARD AND CLAY LIPSKI, ALSO OWNERS, STRUGGLED TO OVERSEE THE OPERATIONS OF THEIR LOCATION IN THOMAS AND ELK CITY OKLAHOMA. ACUMAX INDEX HELPED KIRK AND CLAY WITH LEADERSHIP COACHING AND VARIOUS TOOLS TO EMPOWER A SECOND LEVEL OF LEADERSHIP. IN ADDITION TO FULLY EMPOWERING THIS SECOND LEVEL OF LEADERSHIP, THEY ARE NOW EQUIPPED WITH A 12-MONTH SUPERVISORY TRAINING PROGRAM AND 30-60-90 DAY PERFORMANCE EVALUATION PROCESS AND REFERENCE GUIDES. KIRK, CLAY AND THEIR SUPERVISORS UTILIZE ACUMAX INDEX THROUGHOUT ALL ASPECTS OF THEIR LEADERSHIP – “IN OUR TRAINING ESPECIALLY, WE HAVE TAILORED STYLES AND DELIVERY AROUND THE INDIVIDUAL'S WIRING. THIS HELPS US WITH PROVIDING PERFORMANCE FEEDBACK AND RESOLVING CONFLICT BETWEEN TEAM MEMBERS.”





WHAT STARTED AS A PROGRAM TO ENHANCE COMMUNICATION BETWEEN THE FOUR OWNERS RESULTED IN AN ON-GOING PARTNERSHIP THAT HAS COMPLETELY REVAMPED M2W'S INFRASTRUCTURE AND OPERATIONS BY DOUBLING THEIR EMPLOYEE BASE AND HELPING M2W GROW FROM \$700,000 TO A MULTI-MILLION-DOLLAR ORGANIZATION.

## THE BOTTOM LINE

THERE IS NO EXTENT TO THE USE AND VALUE OF ACUMAX INDEX. FOR M2W, IT WAS ORIGINALLY ADOPTED TO IMPROVE COMMUNICATION BETWEEN THE OWNERS BUT WAS QUICKLY IMPLEMENTED TO IMPROVE ALL KEY FUNCTIONS OF THEIR OPERATIONS. WHERE IT TAKES OTHER TRANSPORTATION SITES TO LOAD TRUCKS WITH FRAC SAND ON AN AVERAGE OF 2-3 HOURS, M2W CAN LOAD 8 TRUCKS AT ONCE ALL WITHIN 30-45 MINUTES. THEIR STREAMLINED PROCESS AND RELENTLESS FOCUS ON CUSTOMER SERVICE ARE A RESULT OF COHESIVE LEADERSHIP AND AN EMPOWERED TEAM.

FOR KYLE WILLARD AND CRYSTAL CARROLL, THE SURVIVAL OF M2W WAS PURELY DEPENDENT ON BEING ABLE TO EFFECTIVELY COMMUNICATE WITH EACH OTHER AS A LEADERSHIP TEAM AND UTILIZE ACUMAX AS A BUSINESS PARTNER TO STRATEGICALLY ALIGN AND GROW THEIR ORGANIZATION.

FOR MORE INFORMATION ON HOW TO ENHANCE ALL ASPECTS OF YOUR BUSINESS USING ACUMAX INDEX, PLEASE VISIT [WWW.ACUMAXINDEX.COM](http://WWW.ACUMAXINDEX.COM) AND SELECT THE REQUEST DEMO BUTTON.