



ADP TotalSource® is our partner for growth

AWISCO has been an ADP® client for over 20 years, of which 10+ years have been with ADP TotalSource. Its President, Lloyd Robinson, turned to ADP's vast catalog of training programs and services to help him align, develop, and support his management team and staff.

Building the business

My father started AWISCO in 1952. When I bought the company from my dad and two brothers in 2000, we had one branch with a satellite office in Florida. Today, AWISCO has grown to nine locations in six states with over 100 employees, and I am proud to say that we are still a family-owned business.

A vision for success

My day-to-day role is to grow the business and ensure we have the most customer-focused welding, safety and industrial supply company in the tri-state area by providing our customers what they need, when they need it. I couldn't do this without a strong team. Partnering with ADP TotalSource helped me develop a team I can trust; a team that's aligned to where we want to go and how we're going to get there.

ADP was instrumental in helping us develop our vision. They provided guidance which enabled the group to narrow its focus and they provided the expertise to get us to where we wanted to be very quickly. The ongoing consultancy relationship we have with ADP TotalSource keeps us accountable to make sure what we are doing the right things to fulfill the vision every single day.

Making our leadership a better team

I didn't want our vision to just hang on a wall. I wanted to instill it in the hearts and minds of our team and be the driving force behind everything we do. To do that, I needed to build a strong, innovative senior management team.

Lloyd Robinson
President





Quick facts

 Company: AWISCO

 Locations: 9

 Headquarters: Maspeth, N.Y.

 Industry: Welding, safety and industrial supplies

 Employees: 100

 Website: awisco.com

Business challenge: AWISCO was looking to build a leadership team to expedite the company's goals for growth, customer satisfaction and talent retention.

How ADP helped: ADP TotalSource® helped focus, align and develop AWISCO's leadership team through its leadership development programs and services.



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There's a saying that the only thing worse than training someone and having them leave is not training someone and having them stay. We take that to heart. ADP has done an amazing job enabling our employees to be trained in ways they want to get trained.

Lloyd Robinson,
President AWISCO

The first ADP management training at our annual meeting produced great discussions and ideas, but I knew we could do more if we focused on leadership development. Our HR Business Partner connected us with their Center for Leadership and Organizational Effectiveness or CLOE. It offered an array of training and consulting services, including in-person leadership challenge events, leadership programs for managers, managing a work-life balance, thought leadership, national webinars, and senior leadership retreats. The CLOE team introduced us to psychometric tools, as well as strategic leadership strategies. We spent a day on team alignment, communication styles, decision making, and approaching blind spots. It was so valuable that we've kept and expanded this training every year since.

Culture of Development

ADP has really expanded our horizons on what training can do company wide. AWISCO has made about 12 acquisitions since 2000. Each had its own set of challenges associated with compliance, safety, or recordkeeping. However, we are now able to integrate employees much faster because we know what training is needed for each position, where to get it and how employees are going to get it. It's all in the system. We can see when an employee took the training, or if they didn't. Those really hard things in normal acquisitions have been made much easier.

Training is even built into our performance and profit-sharing metrics. And, it's not just compliance and safety training. ADP offers training programs that help make you a better person. Our employees really appreciate this — they feel they're being acknowledged for what they do and their contribution to the company.

A lasting partnership

The number one thing I have with my team is trust. They know what they need to talk to me about, and what they can decide on their own. And we all know where we want to go as a business, which is really important.

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