

Sonfarrel goes for growth

Sonfarrel is adopting Structured Leadership to power its business improvement. Here we talk to CEO Frank Power, about the company and his ambitions for future growth.

Founded in 1955, Sonfarrel's early growth came during the pioneering days of the space program, making highly reliable components from plastic and rubber moldings to specialist sheet metal components.

Over the years they have supplied parts to Northrop Grumman, Boeing and NASA including components for Apollo. The company has also supported many high profile military programs such as the F16 Falcon and F18 Hornet.

Sonfarrel's reputation is founded on its manufacturing versatility and commitment to customer service, providing the aircraft industry with engineering solutions and broad manufacturing capability.

Frank Power, Sonfarrel's CEO has been with the company for over 30 years and in this time has gained an in depth



▲ Sonfarrel's 120,000 Sq Ft. Manufacturing Facility in Anaheim, CA

Despite the current economic uncertainties, Frank still sees enormous potential for growth and in 2010, increased manufacturing productivity by running a formal Lean project – as Frank says “We’re now clean and lean.”

needs in Structured Leadership. Frank first saw Structured Leadership in action at Farnborough 2010. For him it was a revelation: “I saw strategy, vision, a clear plan of execution and a team that worked hard – and immediately recognized that’s what we needed.

“Structured Leadership is what we desperately needed.” Frank Power

“Sonfarrel has now launched a full strategy, sales and marketing program with SLC and Frank has exchanged ‘gut feeling’ for management that is measured.

“SLC have been a good fit and Structured Leadership is what we desperately needed.”

His sales force initially had their reservations, but have since embraced the new working model. Frank says: “We’ve taken out the double speak and replaced it with a simple strategy of finding customers, winning customers and growing customers.”

knowledge of the company and the market it serves. He says the company has seen its fair share of turbulent times, but it has stayed successful due to strong financial control together with product and market diversification.

Although the Lean initiative freed up capacity it made little impact on the bottom line. As such Frank has been looking for a new approach that could grow sales and start to deliver financial results, utilizing the new-found production capacity at their 120,000 Sq ft facility. He says he has found the approach he