

September 2014

V2: Issue 8

## John Vanker - Prescient

**ACED:** Please share the best advice you were ever given:

**John:** There have been many people who have given me good advice over the years. One piece of advice I am often reminded of is, “The long way around is often the shortest way through”. I take this to mean that cutting corners will never deliver the optimal results. Take the thorough, pragmatic and diligent approach, and you can accomplish your goals quicker. You will not be forced to repeat things you may have overlooked or did not complete in your haste to achieve results.

**ACED:** If you wanted to encourage innovative ideas, how would you go about doing it?

**John:** Innovation comes from knowledge and experience and passion for what you are doing. It evolves from a recognition that no matter what you are doing you can make improvements – sometimes incremental, and once in a while disruptive. I’ve found that innovation develops from thinking about problems as opportunities and the excitement and creativity that is catalyzed from collaborating with others.

**ACED:** What does “working on” your business mean to you?

**John:** While there has to be balance in life, I find my work consumes me. In a good way of course. Helping to grow a business is exciting and motivating. My goal is to create something lasting and significant within our industry, so I am constantly working on the company and its development.

**ACED:** What’s the best way to keep your eye on future results?

**John:** We use a number of metrics to predict future success and potential hurdles. Financial modeling is an important tool, but tracking every element of the business against plan is critical. Sales and pipeline, manufacturing production, materials sourcing and purchasing, and supply chain management are integral components that contribute to our success. We not only do long-term planning, we also conduct flash reporting in very short intervals to constantly measure our activities. Short-term assessments enable us to adjust and correct so that we reach our long-term goals. The long-term vision keeps us motivated to put our ideas into practice and measure our progress in getting there.

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**ACED:** How and where do you find inspiration?

**John:** I find inspiration in the day-to-day operation of the business, staying focused on success and a belief that I will achieve my goals. I believe that our organization has an innovative technology, a game changer in our industry. And this is validated by our customers.

Our partners, employees, small successes, large successes, and support from family and friends all provide motivation and inspiration. There are so many aspects to growing a successful organization; each presents challenges and rewards. You have to find inspiration and motivation in failures as well as successes and view problems and challenges as opportunities for innovation and improvement.

**ACED:** In today's workforce environment, what's your biggest concern?

**John:** Building the organization is critical to success. Recruiting strong employees is critical to execution. Growing a culture of collaboration and transparency is critical for buy-in from all stakeholders. We have been successful in recruiting and retaining strong talent, but it takes constant effort and focus.

**ACED:** Is there anything specific you would like the business community to know about your company?

**John:** Prescient is not simply a building product manufacturer. We define ourselves as a technology company, and we employ technology in the form of our proprietary software to integrate all of our processes. We all know the issues facing our industry as it relates to risk management and the inherent fragmentation that exists between the various stakeholders (architects, engineers, contractors, vendors and suppliers) in a construction project. We have developed an integrated design, engineering and construction platform that benefits everyone involved. We add the most value when we are brought in as part of the team from the start of design.

To learn more about Prescient visit [www.prescientco.com](http://www.prescientco.com).