

# Building relationships through slag

Customers and Neighbors

Presentation by: Zayd Sufyan



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## Speaker bio

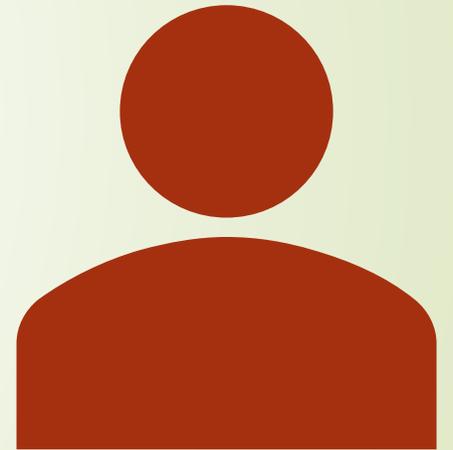
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# Issues/Concerns



Lack of Communication



Misconceptions/Misinterpretations



Cause and Effect





# Lack of Communication

- ▶ In this business we have plenty of processes and procedures.
    - ▶ For example, we know Slag, how it's made and how to handle it safely while being environmentally conscious.
  - ▶ We deal with customers daily and understand their needs and wants
  - ▶ How often in this business do we speak to the neighbors or reach out to them.
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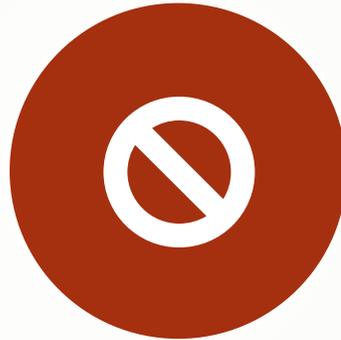
# Misconceptions/Misinterpretations

- ▶ Although, we (Levy and Customers) understand what slag is, how it's made and it's uses, the neighbors don't.
  - ▶ All they see is steam, a red/orange glow during the day and night, and piles of what they think is just rocks.
  - ▶ The unknown is a problem because when you allow a person to imagine without any knowledge, they begin to think the worse.
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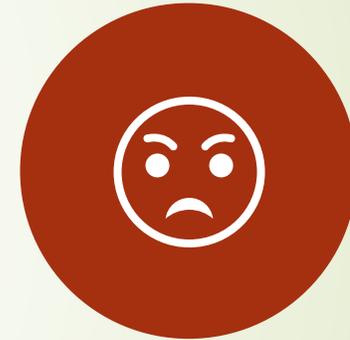
# Cause and Effect



WHEN THE ONLY INFORMATION RECEIVED IS FROM ONE'S OWN PERCEPTION AND IMAGINATION, SOMETIMES THE EYES LIE OR ALLOW FALSE NARRATIVES AND ACCUSATIONS.



THIS CAN CAUSE PROBLEMS NOT ONLY FOR LEVY BUT ALSO THE CUSTOMERS BECAUSE THE NEIGHBORS BEGIN TO FEEL LIKE THEY'RE BEING LIED TO OR TARGETED.



WHICH THEN WILL ENTAIL SOME FORM OF RETALIATION OR DISPLACED ANGER.

# Discussion/Dialog

Understanding the  
business through  
the eyes of the  
neighbor

Meetings with the  
community

Benefits of having  
Levy as a neighbor

Finding common  
ground

Individual/group

Privately/publicly



# Understanding the business through the eyes of the neighbor

- ▶ Some basic knowledge goes a long way. Having the neighbors see certain processes that they're concerned with will allow them to have understanding instead of their own imagination.
  - ▶ What slag is and its uses
  - ▶ How its made and processed
- ▶ Showing the neighbors how slag is transported.



# Meetings with the community

- ▶ My colleagues and I at Levy have had many meetings with multiple groups, families, and individuals about any concerns or misconceptions they have.
- ▶ Me being from the community I have reached out to many families to understand what I could do to become a bridge between Levy and the neighbors.
- ▶ Levy reached out to many community organizations to understand how we can reach an understanding of any concerns and resolved them together.
- ▶ Levy also reached out to the local Mosque and School to involve as many people as possible from the community.
- ▶ Levy has also invited them to our site as well as given the neighbors the opportunity to meet in a location they're comfortable with.



# Benefits of having Levy as a neighbor

- ▶ With all the work Levy does there are employment opportunities.
  - ▶ Me being a neighbor and an employee of Levy
- ▶ Levy cares about the neighbors which during the summer months there's constant street sweeping.
- ▶ Community affairs in which Levy is involved with to better the community.
- ▶ Understanding the neighborhood and its residents and being sensitive and conscious of any impacts
- ▶ Willingness to learn and grow with the neighbors



# Finding common ground

- ▶ After meeting with the community members from the neighborhood Levy was able to understand how to make it right.
  - ▶ First is to provide information because without it, people will allow their imagination dictate how they interpret things
  - ▶ Second is to give them a voice and lend our ears so that they understand we hear them.
  - ▶ Third is to provide resolutions that will help the neighbors appreciate having Levy as a neighbor without jeopardizing the business.
- ▶ Also, continuous improvement between Levy and the neighbors.



# Resolutions



Some of the resolutions to the concerns brought up were.

- Trucking and how slag is being transported.
- The route the trucks took, especially on busier days/occasions.
- Some other small miscellaneous issues individuals had.

Having continuous dialog to get feedback from the neighbors.

Levy and Mill involvement.

Giving back to the Neighbors.



# Trucking of Slag

- ▶ One of the biggest concerns was that the neighbors would see the steam coming from out of the truck and had misconceptions as to what the steam was. After informing them, we understood we had to change our process how we handle the slag and when we transported it.
- ▶ We initially began with making sure the material was much cooler when transporting it so there wasn't any steam and we also added tarp systems to all our trucks.
- ▶ Other issues was the route the trucks were taking when hauling slag to other yards, so we rerouted the trucks during school hours as well as local events and holidays, where pedestrian traffic is high.
- ▶ There were also some other smaller issues that some of the neighbors had that were easily fixed. Most of them fixed with a bit of communication.



# Having continuous dialog to get feedback from the neighbors

- ▶ After all the resolutions were put in place Levy would reach out to see if everything was working.
- ▶ The neighbors would be willing now to be open and give feedback.
- ▶ At times, the neighbors would reach out to not only me but other colleagues of mine here at Levy and they were on a missions just as I was to bridge the gap between Levy and the Neighbors.



# Levy and Mill involvement

- ▶ Levy and the Mill would meet and discuss the community and how we could get involved to correct any issues or concerns.
- ▶ Through that, Levy and the Mill were able to make more improvements and meet up with the community leaders and organizations to get feedback.



# Giving back to the Neighbors

- ▶ After resolving some of the misconceptions Levy has had the privilege to help various sponsorships and fundraisers within the community.
  - ▶ Levy has helped with a youth summer basketball tournament
  - ▶ Help bring clean water to the local school by installing water stations
  - ▶ Many more....
- ▶ Levy has also reached out to the community to find individuals within the neighborhood for employment and summer internships.



# Conclusion

Working in this industry there is a lot going on. We must understand the business, the customers, the product, and our employees. We must not forget our neighbors because we are apart of that neighborhood. Although we are not perfect, we must strive for it. Levy has been here for a long time and Levy will continue to be here for much longer because they do everything in their power to understand all aspects of this industry. One very important part of it is the neighbors in the communities and Levy has given its people the power and the voice to help bridge that.