

AMERICAN INSTITUTE OF MANAGEMENT CELEBRATING CLIENT SUCCESS

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Most of the clients at American Institute of Management are closely held or family owned companies that truly value their human resources.

“Our clients range from individual executives that we coach to our largest client, a company with 3,000 people across the United States,” said Andrea Fredrickson, vice president of operations. “Most of the time we work with the owners of the company to provide training, workshops, strategic direction and consultation.”

AIM associates might facilitate continuing education programs, engage in motivational presentations at meetings or supply in-depth consultations onsite.

“We also provide organizations with the design of complete training curriculum,” said Wayne G. Nielsen, president. “Our expertise is with human capital. They’re going to be experts at their business or industry.”

AIM could help recruit, retain or retrain valuable employees and it may be as straightforward as establishing lines of communication.

“Many times, that’s not the way it begins,” said Timm Johnson, vice president of systems integration. “They may be having an issue with turnover or concerns with growth. A lot of times, one component of that is communication.”

Incorporated in 1989, AIM primarily offered in-house services until branching out in

Company teaches business owners a better way

1995. Based at 300 W. Broadway, Ste. 20, they now provide management solutions from Washington to Florida.

“The key is that we’re always in communication with (our clients),” Nielsen said.

AIM operates as a total firm with several skilled employees who have decades of experience in different management roles. If a client’s primary facilitator is unavailable, another one willingly rises to the occasion and addresses any pressing issue.

“We can provide more together,” Fredrickson said. “Most of our clients say we are part of their organization or an extension of it. They call us for everything.”

Business owners are often caught up in daily operations and may overlook new information or developments in the market that could have an impact on future sales.

“They really kind of count on us to bring things to their attention in terms of adjustments they could make,” Nielsen said. “For example, the green movement. Where does that hit? It could apply so differently in different industries.”

The strategies AIM uses are tried and true policies that have been successfully implemented in a “laboratory” corporation,



(From left to right) Timm Johnson, Andrea Fredrickson and Wayne Nielsen are part of a family and their business, American Institute of Management, takes a special interest in the human resources of other family owned and operated businesses.

which encompasses several industries.

Clients often seek to develop senior leaders and middle managers. AIM would likely help develop series-based programs to help them achieve more through delegation, coaching and developing the team.

“They have the people to be successful,” Johnson said. “We see more and more people with multiple skills that can help over multiple departments.”

AIM also offers advice on dealing with difficult employees.

“We get the human being,” Fredrickson said.

Always looking forward, AIM is mindful of the generation entering the workforce.

“With a generation of younger people coming up, they need things faster,” Johnson said. “We always strive to operate very efficiently and effectively so we’re continuing to develop teletraining and web-based training where an individual can use an interactive

application.

In order to remain true to each client’s well being, AIM will not work with direct competitors. They have working relationships as old as the firm and new ones sign on each day.

“We work with a single person whatever the size of the business,” Fredrickson said.

They specialize in family owned businesses because they are one.

“Wayne and I are partners and he is my dad. Timm is Wayne’s son-in-law and my brother-in-law,” Fredrickson explained. “We are a group of people that love to have fun and get down to business.”

Regardless of the business or market, the experts at AIM can help identify and avoid pitfalls while realizing the maximum potential of human resources.

“Our success is based on our client’s success.” Fredrickson said.