

# 2007 Design World's Leadership in Engineering



**T** rue leadership qualities are universal. They ring loud and clear for all people, in all industries, in all countries. Such qualities are selfless and compassionate. The leaders who believe in these traits are ethical and strive for high standards and quality in people, products, and service. When they are faithful to the golden rule and high principles, both employees and customers profit.

Leaders set the standards for the company's culture, whether good or bad. One who sets a good example for his subordinates will reap the benefits of multiplying his skill, knowledge, and success through them. The culture is typically nurturing, compassionate, sensitive to employees needs, and generally targeted at meeting both individual and company goals. Long-lasting, successful companies celebrate such leaders.

The most successful leaders are those who serve their subordinates or

employees, share leadership principles, guide and reward employees, show integrity, and listen. When a leader's primary interest is to help his subordinates, he will profit more than when he seeks power and status.

Moreover, when employees are treated with trust, integrity, and compassion, the company's customers sense this atmosphere immediately. An employee's pride in working for a company radiates outward and harmonizes mutually good feelings that encourage customers to return repeatedly.

The companies highlighted here demonstrate these virtues and have earned the respect of their employees and customers. They represent successful businesses that we are proud of and love to write about. Those of you who are their customers already know this, and I am confident that you agree with the outcome of our voting process.

**John Gyorki**, Editorial Director

## MECHANICAL: Bishop-Wisecarver

**T**hree engineers, three application engineers, two mechanical engineers, an electronics engineer and an automation engineer help Bishop-Wisecarver meet the needs of its customers. "Our key engineering strengths are our ability to respond to customer needs" said Nigel Watson, engineering manager, "and modify existing products to meet those needs."

"Our people are very inventive and flexible," continued Watson. When an application requires cross-functional knowledge, they collaborate as a group to brainstorm solutions that will meet the customer application. The teams use several systems to design or modify products. These include simulated design programs; ProEngineer, SolidWorks, and AutoCAD.

Another key factor is the group's ability to design for manufacturability. "Having been a manufacturing engineer," noted Watson, "I recognize the importance of designing this way. We have few changes using this method and our manufacturing staff develops more ownership of the product as well. For more than 57 years, Bishop-Wisecarver has been fostering the imagination that leads to mechanical solutions."

