



ONTRACK

A
Newsletter
FOR THE
Auto Auction Industry

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The Power of Teamwork

Just like that, we’re nearly halfway through 2019. Time flies when you’re constantly elevating the experience of customers! We can credit our success in this area to a number of processes, people and innovations, but perhaps nothing has been more pivotal and impactful than the power of teamwork.

In this installment of OnTrack we take a closer look at the influence of teamwork in business. We’ll examine the specific ways in which teams drive great customer service, and of course we’ll share a few of our exciting updates as well.

As we assess published research, relevant IAA examples internally and important displays of teamwork externally, the conclusions are easy to draw. Nothing beats the effectiveness of a strong team.

With that, let me again say thank you for your continued support; we’re excited by what our teams can accomplish together.

Sincerely,



JOHN
KETT

Chief Executive Officer and President

GREETINGS

Nothing has been more pivotal and impactful than the power of teamwork.

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ONTRACK

We Believe in the Team

Researchers agree, establishing teams in the workplace leads to more productive environments and better creative solutions. Given the necessity of cohesion and unity when dealing with individuals in real time, we have found the importance of teams to be magnified exponentially when it comes to providing and enhancing customer experience. It's why we infuse teamwork into our culture every way we can.

94% of executives and 88% of employees believed a distinct corporate culture is important to the success of a company.



Collaboration in action at an IAA branch

Take it From the Experts

In his book, *Wisdom of Teams*, Jon Katzenbach makes a **number of eye-opening revelations**. Most notably was his finding that people tend to put aside turf issues and politics, focusing instead on the tasks at hand, when they work together in an atmosphere of trust and accountability towards a common goal. An additional observation that Katzenbach noted was the prevalence of three bottom-line benefits among team-centric operations: better problem solving, greater productivity and more effective use of resources. By harnessing the power of all three benefits for our teams, IAA is able to stay focused on innovation for buyers, sellers, and the auto auction industry as a whole.

Equally insightful, a **Deloitte study** revealed that 94% of executives and 88% of employees believed a distinct corporate culture is important to the success of a company. Additionally, 76% of these employees believed that a clearly defined business strategy helped create a positive culture. It's why IAA keeps business goals, such as reducing cycle time, at the forefront of internal and external communication.

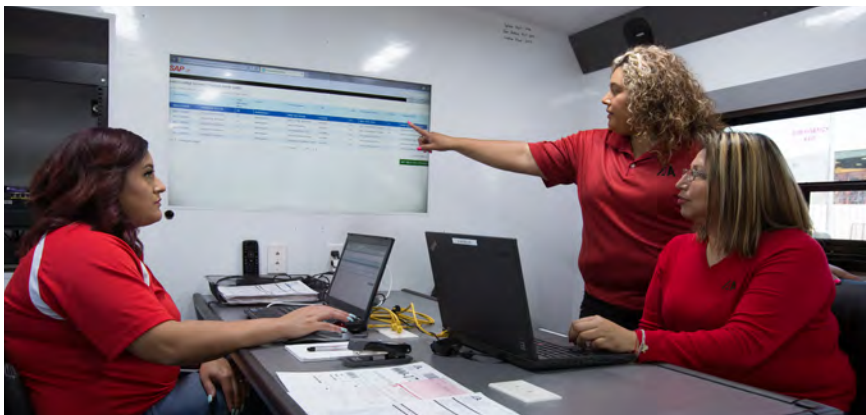
A Win for Our Team

This year we officially became a certified **Great Place to Work**, awarded to companies that have built high-trust, high-performance cultures. In a **recent article** about how to create a positive workplace, Forbes stressed the importance of establishing values and creating an inclusive environment. Words employees used to describe what they love about our culture were: people, care, environment within, and of course, team. It's what we are and it's what we're always building.

A Shining Example

Sometimes it takes many teams working together to be successful. There is perhaps no better example of the importance of teams for our customer experience than the IAA CAT Response Team. From operations to real estate to marketing, in our recent **Perspectives** piece, we outline in detail how each of these teams come together to help our dedicated CAT team when it matters most.

This group works exclusively in the face of situations that are powerful, unplanned and out of their control. They must begin engaging other Ops Team members the moment IAA becomes aware of an impending CAT event, then they have to plan where and how staff will deploy and coordinate logistics from start to finish. By aligning on a collective, larger goal, communicating and collaborating, they never fail to come together and deliver results.



The CAT Response Team coordinating resources

Teaming Up with SkillsUSA®

Providing great customer experiences doesn't simply happen. It requires work. It requires education. It requires growth. A wonderful example of how we accomplish this is the partnership we've formed with SkillsUSA.

Our Proudest Team

SkillsUSA is a national nonprofit organization designed to ensure America has a skilled workforce by serving teachers and students who are preparing for careers in trade, technical or skilled-service occupations.

Each year we work with SkillsUSA in a variety of exciting ways. Locally, we have participated in the L.E.A.D series – holding mock interviews for students in Illinois. Currently, we have students from Bay Path Regional Vocational School rebuilding a vehicle that will be donated to the SkillsUSA Massachusetts chapter! On a national level, we have the pleasure of sponsoring the 55th Annual National Skills and Leadership Conference in Louisville, Kentucky. Here, we will be participating in TAG Tuesday Delegate Training, the Estimatics Competition and other terrific programs.

Working as a team with this organization means so much to our company. Not only does the evolution and progress of great customer experience lie in the hands of their students, we are also in the midst of a talent shortage in the automotive industry. As we continue to embrace tech, such as AI and self-driving cars, the demand for a qualified workforce has skyrocketed. Organizations like SkillsUSA are helping us keep up.

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The Results of a Strong Partnership

In 2017, this team got even stronger when SkillsUSA elected our very own John Kett to their national board of directors. What he said then is perfectly applicable to our discussion here, and reflective of the invaluable impact of a strong team:

“SkillsUSA prepares program participants to be employable and successful. I have seen that success first hand in graduates who are now thriving IAA employees.”

Our partnership has fostered some of our finest employees, many of whom have gone on to build some of our most effective and innovative customer experiences.



SkillsUSA students celebrate their graduation!

UPDATES

Send comments about
ONTRACK to: marketing@iaai.com

IAA
Two Westbrook Corporate Center, Tenth Floor
Westchester, IL 60154

What's New at IAA

From launching a first-of-its-kind innovation hub, to opening new branches, to doing impactful work in the community, it's an exciting time at IAA. Here's what we've been up to:



California ELT Provider

Good news, California! IAA is the only vehicle marketplace registered as an Electronic Lien Titling (ELT) service provider in the state. ELT is a great way to decrease processing time by up to 10 days! [Learn more](#) about ELT and take advantage today.



Aspire Spring Gala

We are proud to be a visionary sponsor of the 2019 Aspire Spring Gala. Aspire is a therapeutic-based program that serves children, teens and adults with autism by helping them develop social skills and independence. Our sponsorship will contribute to Aspire's expansion of existing programs and goal to increase accessibility for those in need.



IAA Lexington adds 35 acres of inventory

Growth at IAA

New Branch Openings

We're excited to announce the opening of **IAA Lexington** in South Carolina! The new facility will provide a modern and innovative experience for buyers.

We've also opened another location in the Houston Metro area — **IAA Houston South**. The branch is our 17th in Texas and features a 125-acre facility!

IAA Engine House™

Technology is driving the industry and IAA continues to lead the charge! We've invested in an innovation hub at 1871, the largest tech incubator in North America. At **IAA Engine House**, employees, educators, investors, mentors, technologists, buyers and sellers can collaborate to develop new ideas and processes for IAA.

Strategic Expansion Investments

To address sellers' logistical needs and provide increased inventory options for buyers, we've made branch expansions at five locations across the country! **These expansions** have added more than 110 acres to our footprint in Alabama, Arkansas, Minnesota, New York, and Texas.