

Abstract geometric lines in the top left corner, consisting of several thin black lines forming overlapping triangles and polygons.

10X WYOMING

DAN JOHLMAN
WYOMING WELDING & MACHINE



Don't Shave That Yak!

Yak Shaving is the last step of a series of steps that occurs when you find something you need to do.

"I want to wax the car today."

"Oops, the hose is still broken from winter. I'll need to get a new one at Home Depot."

"But Home Depot is on the other side of town and getting there without my EZPass is miserable because of the tolls."

"But, wait! I could borrow my neighbor's EZPass..."

"Bob won't lend me his EZPass until I return the mooshi pillow my son borrowed, though."

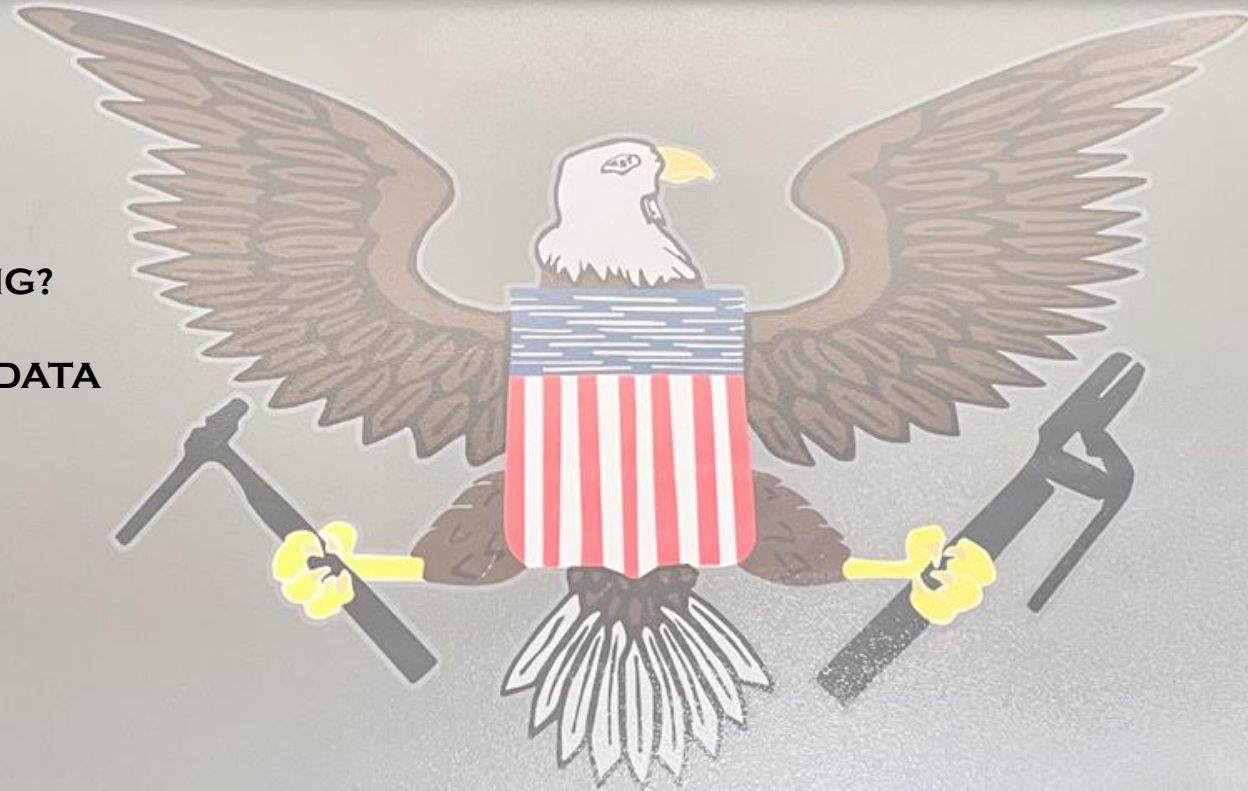
"And we haven't returned it because some of the stuffing fell out and we need to get some yak hair to restuff it."

And the next thing you know, you're at the zoo, shaving a yak, all so you can wax your car.

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OUTLINE

- **WHOS THIS GUY?**
- **WHAT HAS HE BEEN DOING?**
- **WYOMING'S HISTORICAL DATA**
- **10X WYOMING**
- **CLOSING**



BRAKE CYCLE COUNTER PROCESS (START UP / SHUT DOWN)

1. When the vehicle starts, the counter will start counting the number of brake cycles.
2. When the vehicle stops, the counter will stop counting.
3. When the vehicle starts again, the counter will start counting again.
4. When the vehicle stops again, the counter will stop counting again.
5. When the vehicle starts again, the counter will start counting again.
6. When the vehicle stops again, the counter will stop counting again.
7. When the vehicle starts again, the counter will start counting again.
8. When the vehicle stops again, the counter will stop counting again.
9. When the vehicle starts again, the counter will start counting again.
10. When the vehicle stops again, the counter will stop counting again.

DANIEL JOHLMAN

- **FOUNDER & CEO OF WYOMING WELDING & MACHINE**
- **STARTED OUT AS A WELDER (STILL AM)**
- **I'VE WORKED IN ENERGY (COAL & OIL) IN**
WYOMING, MONTANA, & NORTH DAKOTA, TEXAS, WEST VIRGINIA
- **"BE UN COMMON AMONGST UN COMMON PEOPLE"**
THE MORE CHALLENGING, RARE, STRINGENT, THE BETTER
- **I LOVE AEROSPACE AND THE SPACE RACE**



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TruLaser 2030

WHAT WE DO

- **PROVIDE EXCELLENCE IN MANUFACTURING**
- **PRECISION LASER CUTTING, FORMING, AND FABRICATION SERVICES**
- **LASER CUT, FORM, AND WELD TITANIUM, STAINLESS, ALUMINUM, & STEEL ALLOYS**
- **WE HAVE BEEN SERVING THE CHEMICAL, MARINE, OFF-SHORE, AEROSPACE, WATER TREATMENT AND CONSTRUCTION INDUSTRIES**
- **CURRENTLY SERVING CUSTOMERS IN**

WYOMING

COLORADO

MONTANA

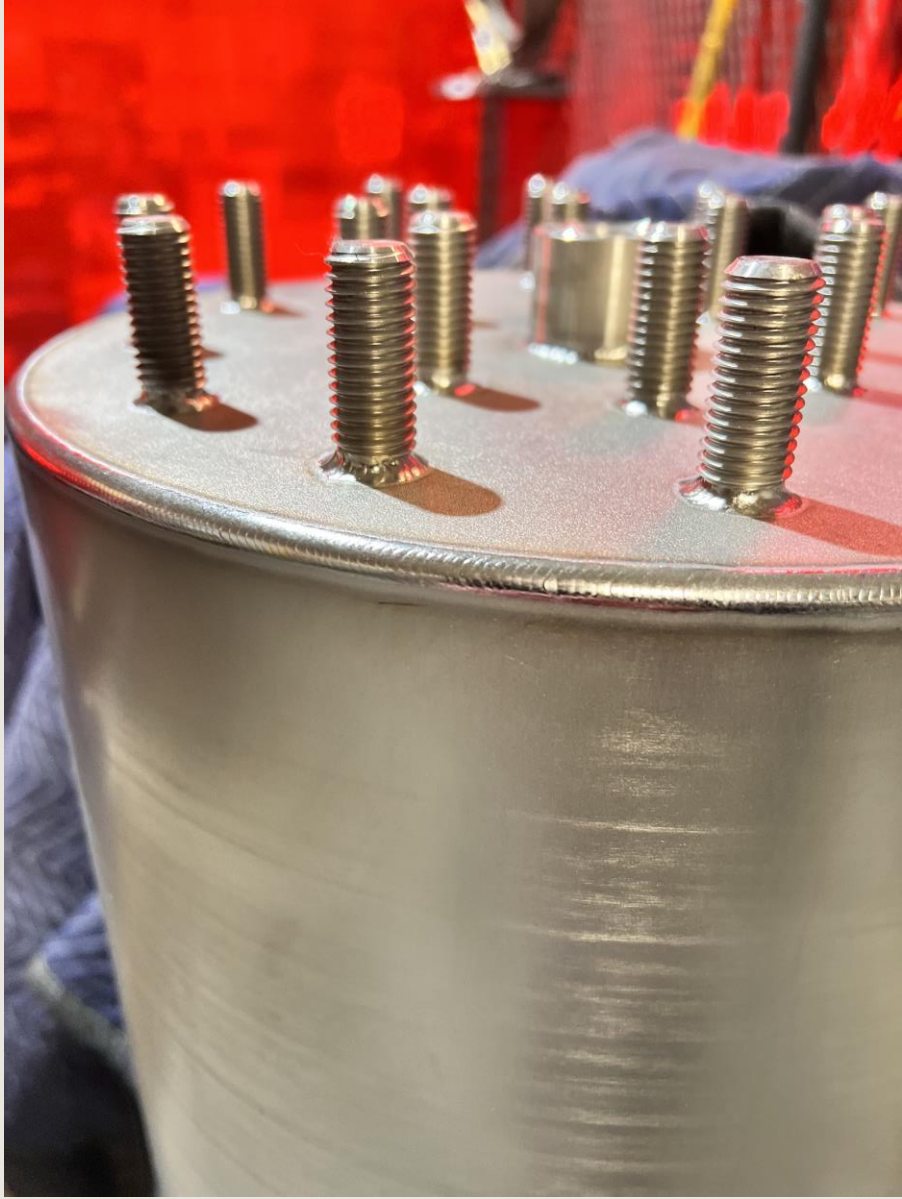
SOUTH DAKOTA

ALASKA













WYOMING'S VISION

GROW THE MANUFACTURING SECTOR WITHIN WYOMING'S ECONOMY

SPECIFICALLY - GROW THE AEROSPACE MANUFACTURING INDUSTRY

ATTRACT A&D COMPANIES TO WORK IN WYOMING AND USE WYOMING COMPANIES

HISTORICAL DATA

2021 WYOMING'S AEROSPACE GDP – \$28M FROM 37 COMPANIES

2019 WYOMING'S FABRICATED METAL PRODUCTS \$175.8M

AT SOME POINT THOSE NUMBERS WERE NEARLY \$0

WYOMING WELDING'S GOALS

- Contribute to Wyoming's growing manufacturing sector
- Support norther Colorado's aerospace industry by providing high quality fabricated parts
- Expand our reputation as a premier facility serving aerospace and other high precision markets
- Provide customers in the rocky mountain region with the highest quality products
- Be the best place to work in Sheridan, WY.
- \$30M a year in 2033

SO AT WYOMING WELDING, HOW ARE WE GOING TO ACHIEVE OUR GOALS?

The same way we *have* been achieving our goals.

The same way *you* can achieve your goals.

The same way manufacturers as a whole in Wyoming
will grow Wyoming's A&D sector.

**COMMIT TO YOUR OWN 10X GOAL
(BHAG)**

THINK ABOUT YOUR OWN MEASURABLE, AND IT'S QUANTITY TODAY

- REVENUE

- PERSONAL INCOME

- CAPABILITIES

- NUMBER OF UNITS

- TONS OF MATERIAL

- SQUARE FEET

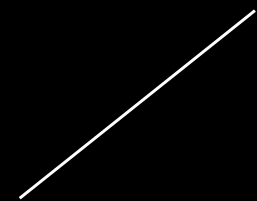
- NUMBER OF CUSTOMERS



**NOW THINK BACK TO WHEN THAT WAS
1 / 10 OF IT'S CURRENT NUMBER.**

You have already experienced 10X growth.

We have all achieved 10X in our lives
whether we did it intentionally or without knowing it.















ARE YOU THE SAME PERSON NOW THAT YOU WERE 10X AGO?

No, you're a different person or company than you were 10X ago,
and 10X before that, and that, and so on.

Our challenges now are different than the challenges we had
10, or 20, or 30X ago

SO HOW DO WE ACHIEVE 10X GROWTH AGAIN?

By setting our next goal at 10 times growth from our current point

A 10X goal forces you to identify only a small number of paths that can result in achieving your goal. Those are the areas you focus your limited attention on.



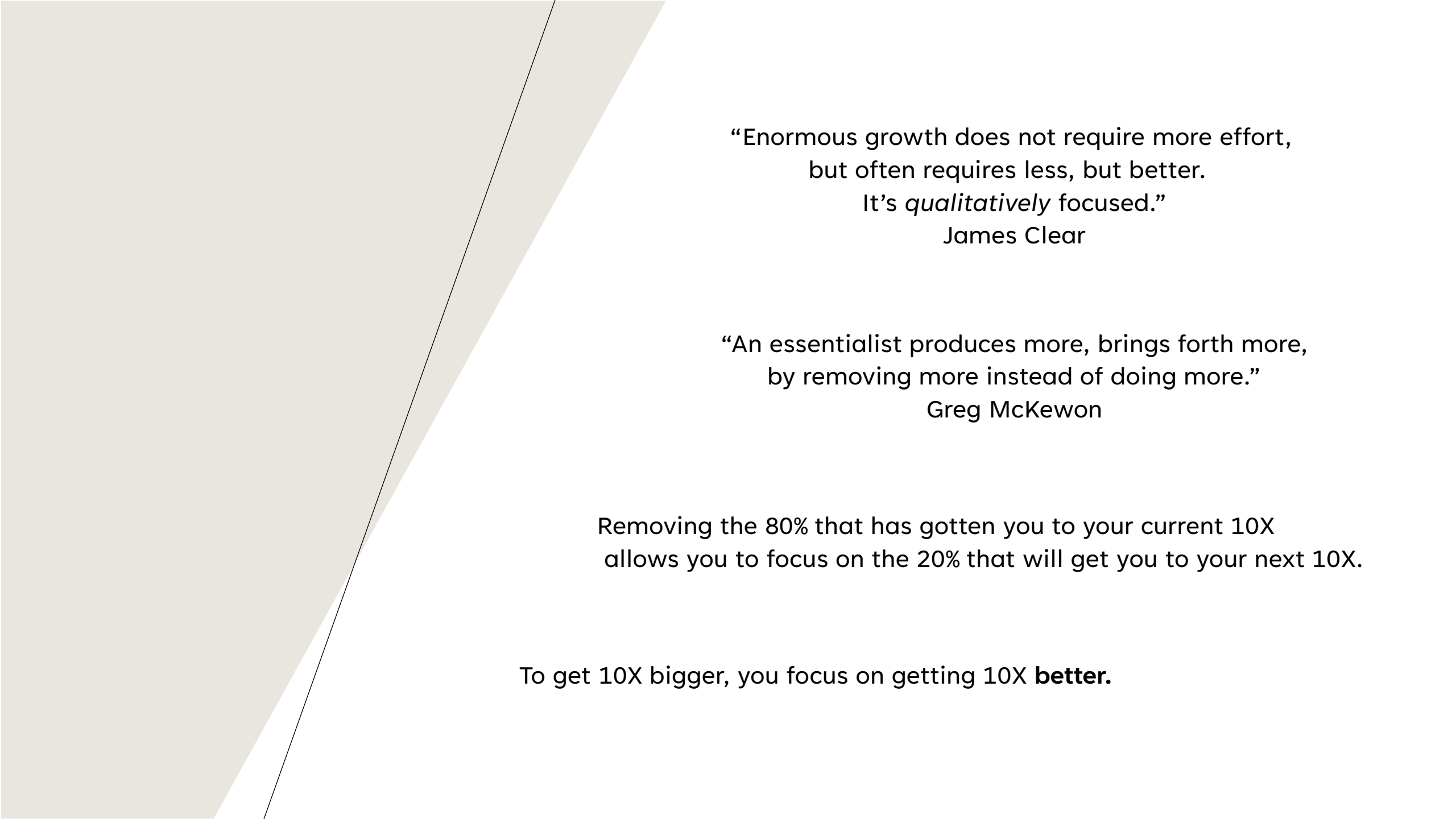
10X GROWTH ISN'T ABOUT DOING MORE, ITS ABOUT DOING LESS.

10X forces us to hyper focus on only the 1 to 3 paths can lead to a radical change.

Going 10x is the simplification of your focus down to the **core essential**.

“The wisdom of life consists of the elimination of non-essentials”
Lin Yutang

10x is not about *quantity*, its about ***quality***.



“Enormous growth does not require more effort,
but often requires less, but better.
It’s *qualitatively* focused.”

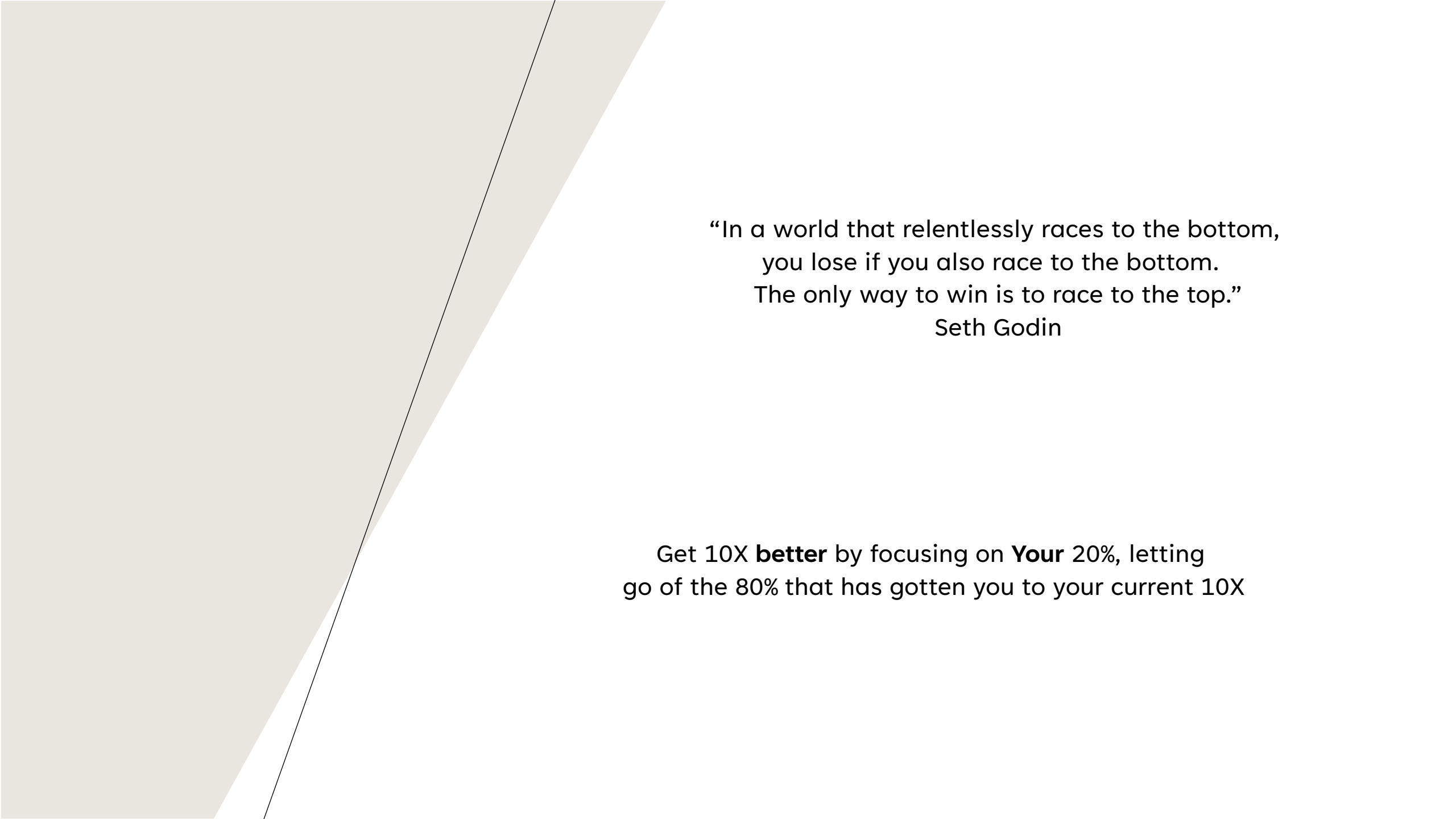
James Clear

“An essentialist produces more, brings forth more,
by removing more instead of doing more.”

Greg McKewon

Removing the 80% that has gotten you to your current 10X
allows you to focus on the 20% that will get you to your next 10X.

To get 10X bigger, you focus on getting 10X **better**.



“In a world that relentlessly races to the bottom,
you lose if you also race to the bottom.
The only way to win is to race to the top.”

Seth Godin

Get 10X **better** by focusing on **Your** 20%, letting
go of the 80% that has gotten you to your current 10X



10X is about **quality**, not **quantity**.

Race to the top in your market.

Provide the best product you can.

Focus on your 20% to get to your next BHAG

10X is fundamentally **qualitative**, not **quantitative**

SUMMARY

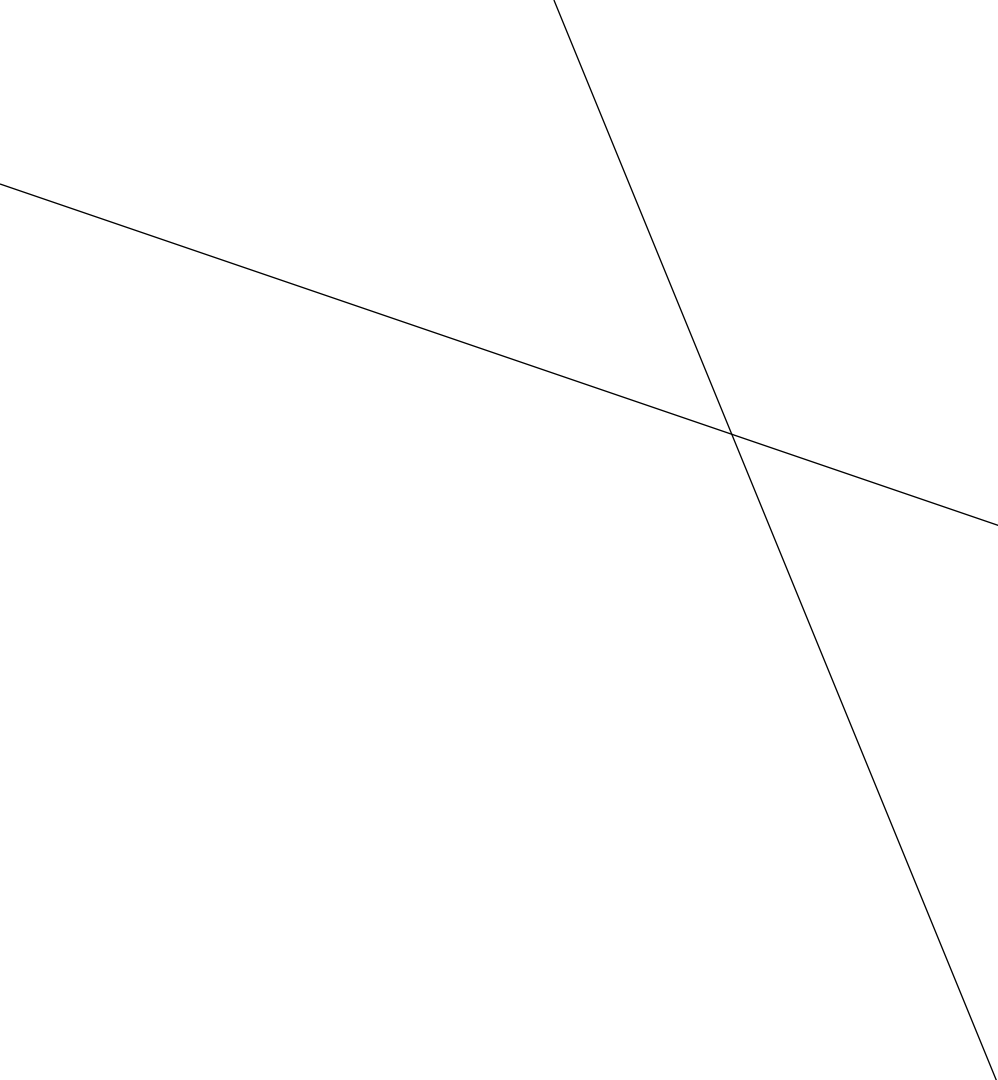
That is how I have had 10X growth at Wyoming Welding and will 10X again, and again.

- Hyper focus on quality
- Set the next 10X goal
- Eliminate the 80%
- Focusing on the 20% that is the clear path

This is how you too have grown your companies or yourselves 10X.
You have done it before, you can do it again.

This is how manufacturers in Wyoming will grow our
A&D sector to the next 10X.

You have done it before. **We** will all do it again.

Two thin, dark grey lines intersect diagonally on the left side of the slide. One line slopes downwards from left to right, while the other slopes upwards from left to right.

“To raise our aspirations to those things that are possible,
if we will commit!”
Gene Krants (Apollo)



State Resources Available:

- Advance Casper
- Wyoming SBDC
- IMPACT 307
- MANUFACTURING WORKS
- Wyoming APEX
- SBIR and SBTB programs

A series of white, thin, overlapping geometric lines on a black background, creating a complex, abstract pattern on the left side of the slide.

THANK YOU.

This presentation is based on publications and the work of:

10X IS EASIER THAN 2X BY DAN SULLIVAN

ESSENTIALISM BY GREG MCKEOWN

ATOMIC HABITS BY JAMES CLEAR

PURPLE COW BY SETH GODIN

SCALING UP BY VERN HARNISH