

Booker Transportation: Problem Solving With a Remote Team

Denis Cowley is no stranger to pulling his own weight. But it's more than the weight of his freight that he pulls. As owner and "El Presidente" of his company Booker Transportation (based out of Amarillo, Texas), Denis also knows the importance of collaborating with remote employees.

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The Challenges

Denis oversees a team of around 35 to 40 office employees (not including the owner/operator dispatchers that also work for him). He and his team at Booker discovered Stormboard in 2017 and have been using it ever since. "The learning curve seemed to be on the easier side for people," says Denis.

"Because we are a virtual company, we never sit in the same office together. So, we've got certain people (that we consider our creative team) that are scattered far and wide. By the time you do a conference phone call or a video conference call, you're just burning up time," says Denis.

The problems that Denis faced with his distributed team are common. Getting everyone together for a traditional meeting is difficult. The time and energy of the people in the meeting are often wasted on irrelevant topics.

The Solution

For Denis, Stormboard presented Booker with a unique tool to manage remote collaboration with his team. "I found Stormboard attractive [because] we could collaborate and share ideas. It was an easy format where people didn't have to learn a lot of tips and tricks to make it work."

As a team leader and business owner, Denis knows that getting employees to adopt new technology and tools in the workplace can be difficult. And so is finding time to train them if the tool is complicated. "[If your office collaboration tool] takes six months to train your employees [on], you're [already] behind."

The team at Booker has leveraged Stormboard's intuitive user experience to change the way they solve problems, "Everyone that enters the Storm is trained in the de Bono Six Hat method, and we use the Six (6) Thinking Hat method the most."

The template Denis uses comes from a collaborative approach created by the father of lateral thinking, Edward de Bono. This process helps people look at their decision-making or product-planning process from many different perspectives, and Stormboard's Six (6) Thinking Hats Template enhances the way teams think and collaborate, something that Denis and his team appreciate.

The Result

Throughout the years, Denis has worked hard to make Booker efficient, productive, and collaborative. His remote team has used Stormboard continuously since 2017 to organize thoughts, collaborate, and, most importantly, problem-solve.

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Company Background

Booker Transportation has been in business since 1993. Since its early days long-hauling local cattle, Booker has used virtual solutions to manage and communicate with employees working all over the country.

Because of the nature of the business, Denis Cowley and his staff are rarely in the same room together. After relocating the business to its namesake – Booker, Texas – and expanding to 35+ employees plus multiple contractors, the team at Booker found themselves in need of a better way to communicate, collaborate, and share their ideas. With his team operating remotely and being extremely task-driven, Denis knew that it would be challenging to manage these distributed employees.

Testimonial

"It's a good collaborative tool for a virtual company like mine... when we want to get our creative heads together and we can't do it in the same room. Sometimes your creativity comes at the strangest times. That's what's so good about Stormboard – your Storm can sit there inactive, silent, for a week, and then somebody has an idea they can go in there and plug it in and, boom!"

— Dennis Cowley, Owner, Booker Transportation

