

How WCC Built a Leadership Culture Without Pulling Anyone Off the Job

A Case Study in Frontline Supervisor People-Skills Development

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Executive Summary

World Class Contracting is a mechanical contracting company based in Red Deer, Alberta. Founded in 1999, WCC has grown into one of the most prominent mechanical contractors in Central Alberta, recognized by clients and peers for customer service, commitment to safety, and quality workmanship. Three-time winner of the RDCA Subcontractor of the Year Award.

The name World Class isn't a marketing slogan. **It's a commitment.** Founder Jordan Hindbo chose it after representing Canada in the 1999 World Skills Competition. Every project, every trade, every person on the crew is expected to live up to it.

That standard extends to how WCC develops its people.

WCC put two cohorts of 15 supervisors through the **PeopleWork Supervisor Academy**, veterans with decades of experience alongside young tradespeople promoted into supervisory roles early. They did it without pulling a single person off an active job site.

The results: supervisors stopped escalating every problem and started solving them. A better class of leaders emerged. And a succession pipeline that Colin Mueller and Jordan Hindbo had been building for years got a significant boost.

The validation: Jordan Hindbo, Founder: "*The investment is real, the format fits a working team, and the results show up in the field. I could see it in my guys by the end. We're a better company because of this.*"

Key Results:

- Significant reduction in escalation calls to Senior Management
- Measurable increase in supervisor confidence and engagement
- Young supervisors visibly more prepared and communicative
- Succession pipeline strengthened across both cohorts
- Program referred to other companies by WCC leadership

About World Class Contracting

World Class Contracting provides mechanical construction and management services across Central Alberta, specializing in plumbing, gas fitting, hot water heating, pipefitting, and a complete sub-trade management service.

WCC works across commercial, municipal, institutional, healthcare, education, sports and leisure, greenhouse, multi-family residential, and estate facilities.

Founded in 1999 and headquartered in Red Deer, Alberta, Canada since 2005, WCC has built its reputation on safety, craftsmanship, and integrity.

The company holds a Certificate of Recognition (COR) for its safety program, the highest safety distinction available in the Alberta construction industry.

WCC is a three-time winner of the RDCA Subcontractor of the Year Award, with additional recognition for top apprentice performance, scholarships, and WorldSkills awards.

The World Class name came from the top.

Jordan Hindbo represented Canada in the 1999 WorldSkills Competition before founding the company with a simple mandate: perform at a world-class level on every project, from start to finish.

That standard doesn't stop at the work. It applies to the people doing it.

- Leadership: Colin Mueller, CEO and Operations Manager; Jordan Hindbo, Founder
- Cohorts: Two groups of 15 supervisors
- Industry: Mechanical Contracting, Central Alberta

Why WCC Chose the PeopleWork Supervisor Academy

The Traditional Training Problem

Like many construction companies, WCC had experienced the limits of conventional supervisor training:

- **Operational disruption:** Construction schedules can't absorb three-day classroom events
- **No reinforcement:** Skills learned in a room don't survive the chaos of a job site
- **One-size content:** Generic training not built for the realities of field supervision
- **Wrong audience:** Training directed at supervisors who were promoted without people-skills preparation

WCC's Requirements

Colin Mueller and Jordan Hindbo needed an approach that would:

- Develop supervisors without pulling them off active job sites
- Reach both veterans and young supervisors in the same program
- Reinforce what WCC leadership already believed about people-skills and culture
- Fit the pace and pressure of a demanding construction operation

The Academy Solution

The PeopleWork Supervisor Academy addressed every concern:

- **Micro-learning format:** Under ten minutes a day fit even the busiest schedules
- **7-week intensive structure:** Weekly Zoom sessions built peer connection and accountability
- **Practical application:** Skills used on the job site the same day they were learned
- **Culture alignment:** Program content reflected exactly what WCC leadership already believed about people-skills

WCC's Journey

What Changed

Before the Academy, job site problems traveled upward. Supervisors called Senior Management. Senior Management answered. The cycle repeated.

After the Academy, the calls dropped off. Supervisors started handling problems on their own, spending more time with their crews, asking better questions, looking in the mirror before pointing fingers.

In WCC's weekly Wednesday team meetings, the difference was audible. Supervisors who had been quiet started talking. They shared ideas. They brought lessons learned from the week. The young ones especially grabbed onto the program and ran with it.

Lynnette Taylor, WCC Office Manager, noticed it before she could even see it in person. *"They seem more confident and more prepared when they're emailing with requests and questions. There's a definite increase in confidence."*

Why the Format Mattered

Jordan Hindbo was direct about this. *"Construction doesn't pause for training. The pressure is constant. The only development that works is development that fits into the cracks."*

"Under ten minutes a day. That's the only way you get buy-in. People are so busy, you have to build the blocks one small piece at a time. And it works."

Colin Mueller came in skeptical because he's an in-person learner. Always has been. His assessment after two cohorts: *"The Academy was everything and more than we expected."*

The Academy's Impact on WCC Culture

Before Academy Implementation

- Job site problems escalated to Senior Management
- Young supervisors lacked confidence and communication tools
- Leadership culture depended on Colin and Jordan being in the room
- Veterans operated on habit; younger supervisors operated on instinct

After Academy Implementation

- Supervisors handle problems at the source
- Measurable increase in confidence across both cohorts
- Young supervisors stepping up in team meetings and field communications
- Veterans re-engaged with the fundamentals they'd been applying unconsciously for years

What Was Observed

"When I look at all the younger people in our company and see what they've learned, I see a better class of leaders. Before this started, everybody was maybe a good leader, but today, after working through the content and the weekly sessions, they are now something more. More training, more understanding of the why behind what they do, more buy-in."

The Culture Question

For Jordan, the Academy solved something he'd been working on for years: how to get his people to believe what he believes about leadership, without him having to be the one saying it every time.

"I've spent years trying to build a culture at World Class Contracting where people wear their hard hats, their safety glasses, where they coach instead of bark, where they feel like the company is theirs. Early on, that was hard. It took years. But when you get people to buy in early, they push the culture forward, and every new person who comes in sees that as just the way things are. This program does the same thing, just faster."

"It gives me a way to express what I believe about leadership to my people without me having to be the one saying it every time. It's like having kids; sometimes they won't listen to you, but you put them in a course, and all of a sudden, the teacher says, 'You've got such a great kid.' And you think, yeah, I knew that."

WCC's Measurable Results

Operational Impact

- Fewer escalation calls to Senior Management. Supervisors are resolving issues at the source.
- Stronger field communication. Supervisors are more prepared in written and verbal exchanges.
- Higher engagement in weekly team meetings across both cohorts.

Leadership Evolution at WCC

- From escalating to solving
- From reacting to reflecting
- From compliance to ownership
- From good leaders to a better class of leaders

Succession Pipeline

Colin and Jordan are building a company meant to outlast them. The Academy accelerated something they'd already started: developing the next generation of Senior Management alongside the business.

"If we want to pass this business on to the next generation," Colin said, "we've got to create business-like people. That's what really hit home out of the Academy."

Conclusion

WCC's experience with the PeopleWork Supervisor Academy shows that people-skills development doesn't have to disrupt operations to deliver results. Thirty supervisors. Two cohorts. Under ten minutes a day. And a company that came out the other side with a better class of leaders at every level.

Jordan Hindbo's closing words say it plainly:

"The investment is real, the format fits a working team, and the results show up in the field. I could see it in my guys by the end. We're a better company because of this."

— Jordan Hindbo, Founder, World Class Contracting

The result: Supervisors who solve problems instead of escalating them.

The shift: A culture that moves forward on its own, without the founder having to be the one saying it every time.

The future: A succession pipeline built on people-skills, not just tenure.

About PeopleWork Supervisor Academy

The PeopleWork Supervisor Academy develops frontline supervisors through 58 weeks of practical people-skills development, 7 weeks of intensive learning plus ongoing development, delivered via micro-learning, weekly coaching sessions, and peer support. The program respects operational realities while creating lasting culture change.

The Academy is built for industrial companies in construction, utilities, manufacturing, and oil and gas, where frontline supervisor people-skills directly drive every metric that matters.

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