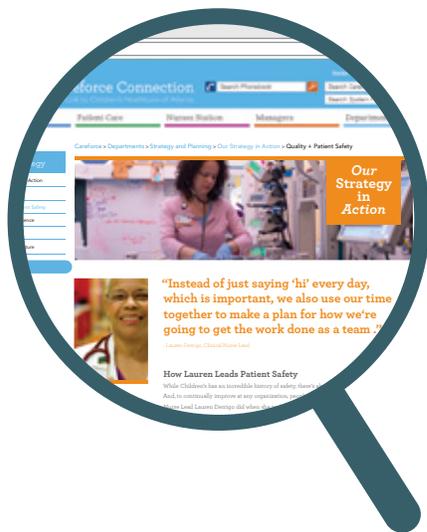


Getting Employees Involved in the Solution



Q: How do you get operators on the front line to care about reducing costs during their shifts?

We created a campaign to help employees understand the value of small acts done well. Even an idea that saved a few hundred dollars replicated across a global organization and over time can become a million dollar idea. As the spirit caught on at this steel manufacturing company, employees actively looked for simple things they could do to improve and modernize operations. Since the implementation of this program, millions of dollars have been saved, driving stronger profits for the company.



Q: How do you take a new strategy created by leadership and turn it into something employees can relate to?

We introduced a Strategy in Action campaign at a nationally ranked children's hospital, where nurses and clinical staff were slow to embrace the company's new strategy. When they understood that what they did every day supported the values and goals, and when they read about their colleagues going above and beyond at their job, it inspired employees to vocalize their support of the strategy.



Q: How do you get data entry specialists to be catalysts for change in their organization?

We created a grassroots campaign that empowered data experts to take responsibility for making sure information was accurate. We used engaging video, e-newsletters and presentations to help employees at this leading financial services company understand the critical role they play in elevating the reputation of their group, allowing them to be the strategic partners that will benefit the entire organization.