



Case Study: **Internal Focus**

COMPANY DESCRIPTOR

This innovative company has developed mobile technology that transforms toxic water into clean, safe drinking water in even the most remote locations. Its mobile wastewater technologies have proven to be equally game-changing to customers in the oil and gas, construction, and emergency services industries.

THE NEED

Leadership of this purpose-driven company were determined to integrate its five core values into the company's culture. They recognized that for value messages to translate into customer experiences, they must first be genuinely experienced by their employees. The multi-location company had also experienced significant growth and restructuring that generated concern for employee retention, clear understanding for established channels of communication, and an organization-wide appreciation for each employee's role in the company's success.

The Assessment Process included on-location focus groups with employees representing a broad spectrum of responsibilities and departments. Findings affirmed that while staff appreciated the company's promotion of collaboration and opportunities for professional growth, there were inconsistencies in company values. In particular, a company-wide culture of teamwork was not consistently experienced, especially following the recent influx of employees. Moreover, research participants were not able to articulate an identity of the company's culture. Lastly, there were questions regarding a central flow of communication and newly hired employees were unsure of the chain of command when communicating concerns.

Collected input culminated in Newman & Newman creating and implementing a custom, full-day Experienced Messaging™ workshop that was incorporated into the company's new employee on-boarding process. Tailored content was formulated to achieve four primary objectives. 1) instill company values into the brand experience that ultimately employees provide clients; 2) train employees on the company's messaging for greater understanding and appreciation of its purpose; 3) teach actionable communication skills for enhancing employee performance; and 4) generate pride and enthusiasm for each person's role in the company's success.

Rather than a day of dry lectures, curriculum was shared through participatory instruction, entertaining exercises, peer-to-peer presentations, and tangible take-a-ways.

RESULTS

- A total of approximately 65 employees participated in the first two workshops. 100% of those surveyed rated the experience excellent or very good and would recommend the workshop to their colleagues. Especially important to the company was that 100% reported learning something new and found information both helpful and practical for their work. Curriculum sections that ranked as having the greatest value were the company's core values, interpersonal communication skills and company methods for communicating.

