

Get employees engaged and invested, doing the right thing for the right reason.

Core Values: Case Study

At a glance

- The company had a culture problem. People were unhappy.
- Churn at the leadership level preventing consistent messaging.
- Leaders kept sharing the same information over and over in the same way.
- This further alienated factory employees and left corporate employees bored and feeling powerless to make a difference.

Key metrics

This company was striving to hit \$2 billion in 5 years. They were in year 3 of that 5-year plan, and were behind their targets.

High turnover, especially at the factory/warehouse level made people uneasy. Employees barely stayed through their probationary time period (90 days).



\$1.5B
Annual Revenue



2,200
Factory Employees



6 MONTHS
Project Duration

HARDIN HEIGHTS
COMMUNICATIONS, LLC
—Your Message. Only Better—

CHALLENGES



Factory employees didn't feel included in corporate messaging. If a team did feel informed it was because they had a leader who was comfortable communicating – but most supervisors at the factory level were not trained as managers, leaders & communicators. They were exceptional workers who got promoted without receiving proper leadership training and communication skills.

The company had core values they wanted people to know, understand and apply each day. Several of the core values were redundant, and few knew what they were or how to deliver on them.

SOLUTIONS



Found ways to fix inconsistent messaging, sought out better channels for sharing information & training leaders to communicate, while using simplified messages tied to core values and targets.



**Core Values
Campaign**



**Leadership
Comms Training**



**Building a
Community**

RESULTS



Established Core Values

1

Team learned core values & began working to exemplify the values in their everyday work. Recognition was contagious. Teams started seeing values in their peers. Employees had a compass to guide decisions.

2

Trained Leaders to Communicate

With training, mentorship, feedback loop and toolkit supervisors grew in confidence leading to regular communication cadence and information shared was more consistent. Team members felt informed.

3

Built a Sense of Community

Corporate employees joined an employee action team. They began to connect with their peers, fostering a sense of community. Hosting events and giving the team a way to get to know each other with fun, engaging events, the sense of purpose returned and more people volunteered to be on the action team.