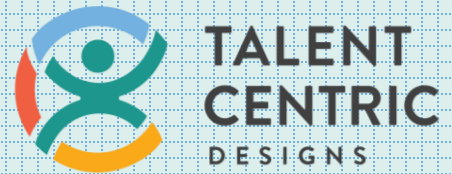


CASE STUDY



Client Info

Industry: BIOTECH

Employee Size: 350

HR Team Size: ~25

PROJECT: Build out our engagement programs

Primary Area of Practice: Type of Engagement:

- Attract & Acquire
- Learn & Grow
- Culture & Engagement
- HR Strategy & Structure

- Gap analysis
- Resource creation
- Advisory
- Facilitation

The situation and need:

To combat turnover while driving higher performance levels in order to meet client demands, the company knew they needed to invest in engagement activities and started with a listening strategy. Angela was engaged to help identify what to do about what was heard in terms of employee feedback.

Approach and techniques deployed:

- Review of engagement survey data
- Offline time to develop resources and advise on solutions

Key output and impact:

After reviewing the data from the engagement surveys, Angela identified a number of areas to focus on in terms of culture, including (1) more transparent communication; (2) additional recognition opportunities; (3) shift in focus on what career growth means.

For the first item, Angela helped design and write copy for a **new intranet** as well as wrote a **rubric for internal communications** and related messages. In addition, more internal fanfare was recommended for the announcement of key new features such as improved benefits.

For the second item, Angela **created two recognition programs**, one to show gratitude for tenure and one to appreciate those who achieve monumental accomplishments.

For the third, Angela created a **campaign to first highlight those with promotion** stories while also showcasing ways to grow and advance beyond a promotion.

Retention is up as a result of this focus, even during the Great Resignation, and the company is being recognized with **best-places-to-work awards** (which Angela has helped with as a secondary engagement).

“Angela has been wonderful to work with. The ideas and strategies she brings to the table are creative, offer insight and are extremely effective. I feel like I have learned a ton from Angela and have very much enjoyed partnering with her.”
- EP, Engagement and Talent Brand Manager