

GOAL

Refine Xceleration company culture and crystallize it throughout the organization.

Industry

Recognition & Incentives

Location

North America

Participants

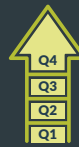
80+ Employees

Program

- Cultural Advancement
- Peer and Manager Recognition
- Annual Corporate Recognition
- Service Milestone Awards

THEIR SUCCESS

66%
OF NOMINATIONS
— ARE NOW SUBMITTED —
FOR COLLEAGUES ACROSS
OFFICE LOCATIONS



26% quarter-over-quarter increase in nominations for our “Collaboration” behavioral standard.



Employee and manager **rating gaps closed during each review cycle**, indicating improved understanding and communication among teams.



Employee performance improved upon program adoption: employee ratings in all 4 behavior areas **increased 9x quarter-over-quarter**.

CHALLENGE

Our mission is to help clients identify and achieve cultural, motivational, and recognition goals. In 2016, after a period of rapid personnel growth and office expansion, we seized the chance to breathe new life into our culture and permeate it across the company.

Care and maintenance of company culture takes continuous work and progressive planning. Examining our own opportunities made us realize we needed to treat ourselves the way we treat our clients.

SOLUTION

We convened a task force called **The Culture Club**: a small group of strategically chosen employees spanning the organization. The team drafted a new set of **behavioral standards** and a statement of **common purpose**. With executive buy-in, we incorporated these new elements into our daily flow:

- Rolled out the initiative with print and digital collateral. Culture Club led company-wide interactive sessions to educate our workforce.
- Fully redesigned and relaunched our internal recognition program, incorporating the behavioral standards.
- Our quarterly employee feedback cycle now fully integrates our standards of behavior.

Our next phase will include training & education videos, quizzes, and multimedia recognition spotlight features for employees we catch doing things right.