



## How to Increase Worker Engagement By 35% During A Challenging Workplace Business Transformation

### Background....

ICC, Inc., is a national, award-winning provider of engineering services. Headquartered in St. Louis (USA) they offer a wide range of engineering services –from greenfield factory design to here-and-now production line adjustments for the past 33 years. Their developed processes, excellent project management, and top quality creative designs have allowed them to deliver manufacturing designs for a range of industries from pharmaceutical to Beer and Beverages.

### The Challenge....

In 2015, ICC hit a wall with its business transformation. Using traditional change management techniques, ICC was failing to get cross-department buy-in needed to drive consistent alignment across executives and teams. They turned to The Change Shop™ to test a better change management approach. Working with The Change Shop's™ tools, ICC's Business Transformation Program Manager sought to get better feedback to course correct.

### Results Achieved....

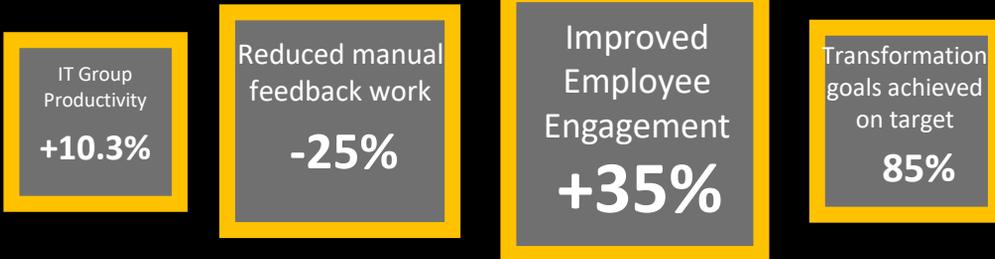
The Change Shop™ helped ICC by providing a single employee feedback system providing more consistent results — one version of the truth — **improving both employee engagement and reducing turnover risk**. "I was very impressed because we were able to do this all at a fraction of the cost of bringing in external consultants." Today, ICC's Business Transformation, Human Resources and IT teams have greater agility in responding to ongoing business transformations across every business channel.

## How The Change Shop's™ (TCS) tools made it work

- **The Change Shop™ (TCS) utilized the [Team]180 & [Change Lead]180 tools to collect worker feedback** and team member sentiments to drive change-focused engagement.
- **Tested different workgroup change scenarios using the [Change Simulator]** to identify areas to target for interventions and additional communication.
- **Adjusted targeting of key change activities using the [Organization]180 tool** over the course of 6-months resulting in increased change commitment scores.
- **Experimented with broader demographic and psychographic targeting**, and change commitment rates improved up to 20%.
- **Discovered additional demographic relationships with broader trust and engagement factors** that can be considered in the future for talent management and engagement opportunities.



## Results



Since starting change management using **The Change Shop's™** tools:

- ✓ IT Productivity increased +10.3%
- ✓ Reduced manual feedback work -25%
- ✓ Improved Employee Engagement +20%
- ✓ Transformation goals achieved on target 85%



"Working with The Change Shop™ team is like working with a seasoned change consultancy. Helpful, creative, and results-driven, they are just plain fun to work with. In less than a year we've seen our business transformation make a complete turnaround."

Sheila Osborne  
Business Transformation Program Manager, ICC, Inc.



"Working with The Change Shop™ makes managing change simple. We operate in a challenging change environment but their tools make it easy to collect and act on feedback from the team."

Brandon Brennan  
Sr. Business Analyst, ICC, Inc.

Ready to start a free consult with a The Change Shop™ People Expert?

**Put organizational change in the bag.**

[www.thechangeshop.com/conversation](http://www.thechangeshop.com/conversation) | [contact@thechangeshop.com](mailto:contact@thechangeshop.com)

