

Leading From Purpose

Increasing Employee Engagement with Leadership Development

CLIENT PROFILE		INDUSTRY	
Global Corporation		Transportation/Mobility	
LOCATION	SCOPE		SCALE
North America	90-Day Team Experience		110 Teams

THE CALL FOR PURPOSE

- The company was serious about continued investment in its culture and finding new ways to drive increases in employee engagement.
- They wanted to use the organization's purpose, "We care about giving people a better way forward" to strengthen bonds between employees and the company.
- They also wanted to leverage the company's strengths in engineering and operational excellence to help managers lead from purpose.
- The Purpose program became the multiyear initiative to inspire purpose in all employees.

DESIGNING THE APPROACH

- Sustainable change depended on the company's leaders who would need to model the desired expectations and behaviors in order for the purpose message to be credible and impactful.
- Development needed to focus skill-building on making conflict productive, increasing positivity in relationships, and creating win-win solutions.
- The 90-day team experience applied systems coaching techniques to leadership development, which ultimately translated relationship skills for these technically astute leaders in ways that were practical, concrete and measurable.

LEADING FROM PURPOSE IMPACT SUMMARY

- The 90-day *Purpose Integration Experience* was delivered to 110 management team across 23 sites in North America.
- SCG delivered it to the first 30 teams and then led the training and development of internal company coaches to deliver to the remaining 80 teams.
- Over the three-year program, a vast majority of participants reported improvement in every dimension measured.
- Engagement was found to be at an all-time high for pilot participants. Participants continued to show increased engagement levels three years later.

CRITICAL SUCCESS FACTORS

- **Mindset Agility** was the foundation of the *Purpose Integration Experience*. Activating the attention of Participants to notice mindset in daily behaviors created a potent platform for new leadership skills.
- **Organization & Relationship Systems Coaching*** principles and tools were applied throughout, which created a fertile container of psychological safety and accelerated growth.
- **Commitment to Partnership** in stakeholder relationships, including the internal and external coaching teams, became the backbone of high performance program execution.

% PARTICIPANTS REPORTING SIGNIFICANT OR GOOD IMPROVEMENT



* Organization & Relationship Systems Coaching [ORSC] is a curriculum for coaching systems that was created by [CRR Global, Inc.](#)

WHAT IS DIFFERENT ABOUT THE TEAM AS RESULT OF PARTICIPATING IN THE PURPOSE INTEGRATION EXPERIENCE?

“We were two separate teams, but by the end of it everyone was working well with each other as one team.”

“We were able to work through problems more efficiently and calmer. We are more productive.”

“Consciousness, awareness, commitment to conducting ourselves differently.”

“More open and honest. More discussions with less blaming.”

“The team has become a ‘positive’ force, working as a team to resolve issues.”

“There is more transparency and sharing.”

“Interpersonal relationships are more progress based and supportive than adversarial.”

WHAT IS DIFFERENT ABOUT YOU AS RESULT OF PARTICIPATING IN THE PURPOSE INTEGRATION EXPERIENCE?

“Understanding our importance as individuals and what a difference one person can make to the whole.”

“It opened the eyes to show what we as leaders can do.”

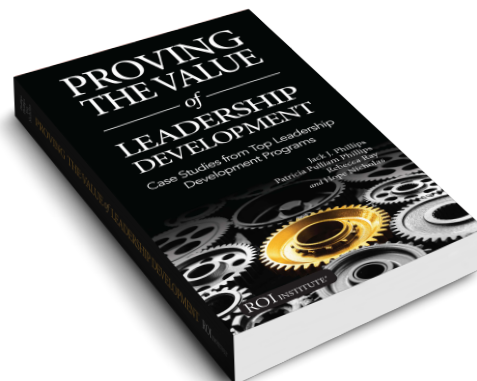
“Holding a perspective of positive intent [in others].”

“Greater self awareness and increased confidence.”

“I am much more aware of my role to set the energy in the room and I am much better equipped to lead through purpose.”

“Slower to react negatively.”

The full version of this award-winning Case Study was published in the ROI Institute’s latest book.
Get your copy of it [here](#).



FOR MORE INFORMATION

on achieving *significant improvement* in core performance indicators for your team and members of your team, contact us at:



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