



# Marketing Firm Discovers Managers Struggling & Distanced in Single, 30 day Check In

Product: Culture Snapshot





This Case Study is designed to be a reference guide for a Coach to provide useful examples of Culture Snapshot Metrics to Leaders, Clients or Prospects

## EXECUTIVE SUMMARY

**Product: Culture Snapshot, 1 Poll**

**Client: Marketing Company**

**# Employees: 30**

### What We Discovered

- Leadership shared with Coach there was an exodus of leadership & management staff over 12 months
- Leaders felt *'something was off'* at the company, but didn't know where to begin to uncover the issues
- Leadership team was surprised to discover Culture, Well Being & Anxiety scores were stable, similar to the community aggregate; leaders overestimated the level of Anxiety & Distancing at the company
- Staff Needs Rating (Start, Stop, Continue) affirmed the behaviors that Leadership recognized needed to be addressed
- Feelings Index & Word Clouds highlighted Managers were struggling/ feeling Distanced (67% Distancing/ 33% Connecting) *ref Slide 3*

### How Was It Addressed?

- Coach realized the Managers data was telling and an opportunity to address the issue with Leaders, following the action plan
- Leadership retained Coach for additional consulting to conduct 1-1 conversations and personal surveys with Managers to:
  - Discover the communication gaps from Leaders
  - Assess what tools, training or support was missing or requested
  - Learn what the group wanted in order to build on 'Bring Us Together As One Team'

## OPPORTUNITY FOR DISCUSSION

### Value to Executive Team

Leaders were able to confirm what they suspected; Managers were struggling and overwhelmed.

Post Debrief, Leaders shared Snapshot results with all staff at company meeting, detailing next steps and the Action Plan.

Leaders rescheduled a sizable, company wide software roll out in which the Managers were critical to successful implementation.

### Snapshot Results

Managers/ Supervisors were significantly Distanced (67% Distancing/ 33% Connecting) vs Senior Leaders & Team Members.

Managers/ Supervisors Reported Feeling **Overwhelmed & Distanced** vs Leaders/ Team Members who reported positive feelings such as Grateful, Appreciated, Happy.

Programs

Culture Snapshot

Results

Breakdown

Comparison

Trends

Feelings Index

Leadership

Summary

Culture Impact

Anxiety at Work

Action Plan

About Culture Snapshot

Filters

Organization Name

All

Summary

Breakdown

Role Comparison

Community Comparison

All Roles

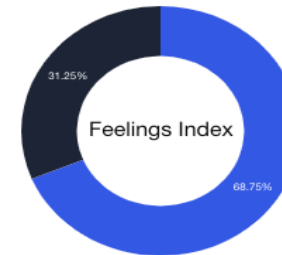
Team Members

Managers / Supervisors

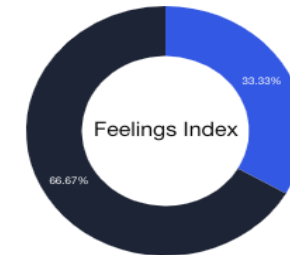
Senior Leaders



Connecting Distancing



Connecting Distancing



Connecting Distancing



Connecting Distancing

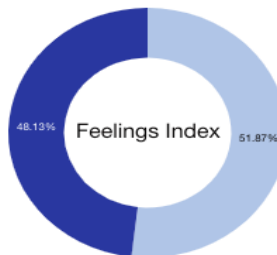
Community

All Roles

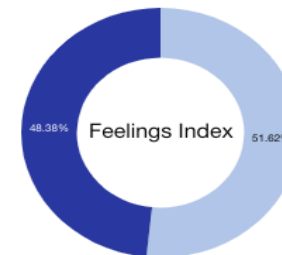
Team Members

Managers / Supervisors

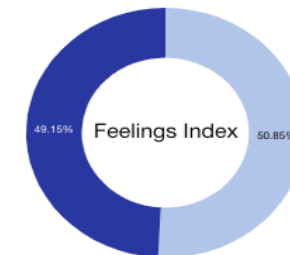
Senior Leaders



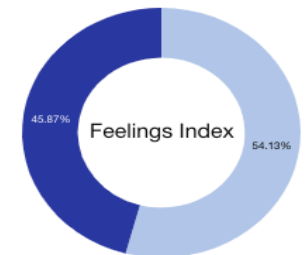
Connecting Distancing



Connecting Distancing



Connecting Distancing



Connecting Distancing

# Metric Summary & Check In Highlights

Marketing Company	30 Day – 1 Check In
Participation	60%
Culture Score	Neutral
Well Being Index	Stable
Anxiety Rating	Managed
Feelings Index	68% Connecting
% Reporting Anxiety/ Anxiety Concentration	49% / 55%
Leadership Behavior Requested	<b>Continue:</b> Improve Operations & Efficiency <b>Stop:</b> Scheduling, Rescheduling, or Cancelling Meetings Last Minute <b>Start:</b> Share What Leadership is Working On
Action Plan (Top 3)	Share What Leadership Is Working On Bring Us Together As One Team Offer Job Training/ Skills Development