

# Case Study: Health Center

13 locations, 600+employees

## CHALLENGE

*Organization faced ongoing attrition, unempowered managers, and departmental division.*

## SOLUTION

### Utilize the Trust Edge Inspire-Clarify-Equip (ICE) Process to...

Implement 18-month, company-wide Human Capital Initiative using The Trust Edge™ which led to multi-year, ongoing Trust Edge transformation process

### **INSPIRE** a shift of thinking and give a common language.

- Delivered keynote which inspired CEO to believe the Trust Edge work could help solve current challenges
- Facilitated Trust Edge Experience™ with Senior Leadership Team
- Presented Trust Edge keynote at company-wide annual meeting to inspire buy-in and excitement around common language and roll out of Trust Edge solutions

### **CLARIFY** and benchmark performance improvement.

- Administered Enterprise Trust Index™ annually to benchmark growth change and clarify next opportunity to close gaps and increase performance
- Implemented ongoing assessment of results and help to simplify for best next steps that will continually improve organizational culture amidst change
- Provided clear, customized executive briefs and consulting to zero in on the next most important priorities

### **EQUIP** with actionable tools.

- Hand picked volunteers from Senior Leadership team who became equipped and certified to train the Trust Edge Experience™ internally
- Provided ongoing use of Trust Edge Ambassador program and Trust Edge Online Course

## RESULTS

### Measurable results included:

- ★ 18% decrease in attrition in 12 months
- ★ Lower skepticism and inefficiencies in communication
- ★ Improved engagement and morale from Senior Leadership
- ★ Enterprise Trust Index™ increase of 12% in one year
- ★ Increased efficiency and effectiveness in interactions
- ★ Language successfully implemented into organization and affirmed through monthly recognitions of trust with "Pillar Awards"
- ★ 8-Pillar Trust Edge Framework™ used to make faster, more consistent decisions across the organization

*"Trust Edge was a vehicle for a common language and it has worked extremely well."*

—CEO