

“Our employees said what about us?”

Situation

When leaders aren't trusted, employees are less likely to listen to important messages that could help drive success. Fortunately, employee surveys often reveal what's going well and where improvement is needed. And smart leaders, such as the chief information officer of a \$1.2 billion Midwestern utility company, take action. Tasked by the CEO to lead an enterprise-wide change initiative, the CIO immediately recognized the need to address employee survey scores that gave low marks to her leadership team.

How VTLO Helped Our Client Succeed

VTLO was brought in to identify the root causes of employee dissatisfaction, assess the existing communication approach and create an environment for building trust in the IT leadership team.

Results

- Reached out to key stakeholders in a number of ways, including through one-on-one interviews, an online survey and focus groups. Both union and non-union employees were included to ensure a broad range of perspectives.
- Analyzed data and developed a strategic communication program for the CIO and her team that focused on immediate practical steps to achieve a turnaround.
- Trained in-house staff to lead the company's change initiative.
- By following VTLO's communications approaches, the IT group achieved a 10-point spike in employee survey scores in the area of leadership trust.

A credible leader focuses on creating win-win situations for all employees.

Contact Us

VTLO's full-time account staff and field consultants are located in major metropolitan areas throughout the United States. Our headquarters is located at 825 Georges Road, Suite 6, North Brunswick, NJ 08902. We invite you to give us a call, email us, visit our website, and engage with us on social media.