

Business Impact Study



When you need a guide to solve employee appreciation and employee engagement issues in your organization, the success you should expect is a direct reflection of your targeted goals.

Leaders who turn to STAR Culture for industry expertise and customized solutions, see positive gains in the areas that affect their business performance the most.

Here is one example of the impact of that in action...

Q: What is your name?

A: Bill Willetts

Q: What is your title and level of responsibility with your company?

A: Business Manager – Mid Atlantic Region – manage all industrial and commercial sales activity in 7 states and DC. Twenty sales professionals and 2 Sales managers

Q: What is the name of your company and what type of business are you in?

A: Snap-on Tools – manufacturer of tools and equipment

Q: What business challenges were you were facing before partnering with STAR Culture?

A: Low morale. Mediocre sales performance

Q: How did STAR Culture help you address those business challenges?

A: The employee engagement survey was very important. It gave me insight into how my team feels about my leadership as well as the company. Using that to focus in on my personal areas that I can improve on was invaluable. I also appreciated some of the stats on how often employees need to be stroked and encouraged. Lots of good info in the videos and written materials.

Q: How did your company benefit as a direct result of partnering with STAR Culture?

A: Last year my team finished #1 in the country in a very mature and competitive market. Nothing really changed with the company so I would contribute much of it to the employee recognition program and my focus on increasing engagement. We also had the biggest December sales month of my career and closed a large amount of pending projects. It wouldn't be fair to say it was the sole cause of my success but I feel like it played a big role. This year, I am doing even more to recognize employees.

What struggles do you face in your organization? STAR Culture will work with you to create an employee engagement and recognition solution to bring you similar results... and more.

