

Case Study Archive:

Our True Colors Orientation

True Value (2003)

- PROBLEM** The client had just completed a culture study resulting in the identification of five corporate values. Their corporate communications group was in the process of creating internal corporate communication assets including a corporate video, brochure and updating the company website. However, there was no plan in place to disseminate the information to employees located in facilities across the U.S. The goals of the project were to:
- Create an implementation plan to roll out the results of the culture study to all facilities across the county.
 - Ensure a consistent message across facilities to existing employees.
 - Ensure cultural values were integrated into a formal new hire Orientation and consistently communicated across facilities.
- SOLUTION** We provided input into an implementation plan that included a two-prong approach, one directed to existing employees and one to sustain the corporate values with new hires. While the client began putting together a webinar presentation to give to existing employees about the culture study results and how corporate branding and messaging would be changing; our instructional designer started working on a half-day Orientation program to be delivered by the Human Resource representative at each facility. The result was an Orientation Kit that included a cover letter, facilitator's guide, half-day orientation schedule, PowerPoint presentation, corporate produced video, brochures, posters, and new hire evaluation. The program was designed to be flexible in its delivery allowing for a facilitated delivery if there were several new hires, or a self-study delivery if a small group of new hires. It also included a recommended half-day schedule for department Supervisors to follow.
- IMPACT** The Orientation Program was completed and delivered to over 2,500 corporate employees at Headquarters, True Value Manufacturing Company, and 13 regional distribution centers within a matter of 4 weeks. Site facilitators found the program information easy to administer and employees embraced and agreed with the values identified in the culture study. In general, the rollout was viewed as a success by the client.