



**70%** of U.S. EMPLOYEES ARE either “NOT ENGAGED” OR “ACTIVELY DISENGAGED” from their employer at work! Gallup

The lack of employee engagement is costing U.S. companies \$450-\$550 **BILLION A YEAR!**  
**WHAT IS IT COSTING YOU?**

**The Challenge:**  
**Develop and engage the talent within your organization allowing team members to contribute to their fullest potential.**

**Question:** Today’s business environment requires organizations to utilize the experience and talents of their employees as never before. While the positive bottom-line results of *employee engagement* is undeniable, the question is:  
**HOW DO YOU DO IT?**

**Answer:** **Mission-directed Work Teams (MDW).** MDW provides a structure we call the “mini-business”. Throughout the company, in small logical work areas, teams are established. Each team has their own set of well-defined goals and targets - their own suppliers and customers. They are empowered and accountable for how that business performs.

**Mission-directed Work Teams (MDW) creates engagement throughout your organization**



Training and structure is provided to the managers, supervisors, team leaders and team members enabling them to take on these responsibilities and their roles in leading their own mini-business.

**THE POWER OF ENGAGEMENT**  
 Well respected research firms like Blessing White, Deloitte, Gallup and many others conclude that most core business measures including: productivity, profitability, safety incidents, customer satisfaction, quality, employee retention, and absenteeism are **all positively impacted by higher levels of employee engagement.** Gallup’s recent polling demonstrates that the actual impact on these key measures is not just marginal but **huge!**

- THE NUMBERS TELL THE STORY  
 Engagement effect on Key Performance Indicators:
- **Productivity 21% higher**
  - **Profitability 22% higher**
  - **Safety Incidents 48% lower**
  - **Customer Satisfaction 10% higher**
  - **Defects 41% lower**
  - **Employee turnover 25% - 65% lower**
  - **Absenteeism 37% lower**
- \*median outcomes between top and bottom quartile teams

**What our clients have to say:**

“Prior lean implementations gave us improvements in process but did not really involve the people. The MDW structure is all about getting the people engaged.”

Joseph Smkulak, Chief Financial Officer  
Bridon American Corporation

“We began MDW in November of 2011 and since then, we have received 5,342 improvement ideas directly from our employees. We have implemented over 4500 of their ideas and those that dealt with safety, we have completed 96% of them. Prior to MDW, we were lucky to get 5 or 10 ideas per year.” John Grochal CI Manager, BA



“When I first thought of team metrics, I thought it was just a boring thing to learn and taking 8 minutes out of our day (was a waste of time). But since a year has passed, I have learned so much of what everyone does in the company that contributes to make it better. This process helps everyone get along better and being willing to help one another to improve - for the company and to reach a goal for yourself. It’s not just individually coming to work day by day, you have an open area to learn from - the mini-business unit. It’s all about what you make of it.”

Rosie Winder, Execution Payables Coordinator, Allenberg Cotton Co.

“The process has brought everyone on board. People see that they have an impact, that they are valued and we are all on this journey together. This has made all the difference.”

Jeff Watson  
Operations Manager  
Fleischmann’s Yeast – Memphis

**When all is said and done, the unyielding truth is that people want to work in an organization where they are respected, valued and engaged. Create that culture and you will tap the unlimited potential that employee engagement has to offer.**