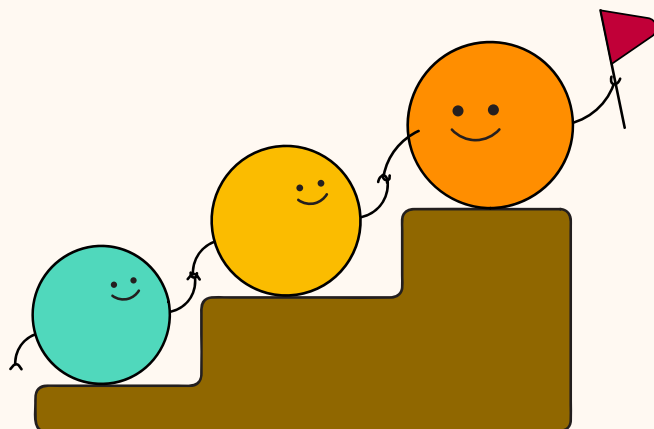


CASE STUDY

Strengthening Teamwork Among New Recruits:

A Creative Approach



About the Client

Founded in 1837, the client is a leading American corporation specializing in manufacturing a wide range of industrial machinery and equipment. The company focuses primarily on agriculture, construction, and forestry sectors, and is headquartered in Moline, Illinois, USA.

Key Areas of Operation



Agricultural Machinery:

Renowned for tractors, combines, cotton pickers, and other farming equipment.



Construction and Forestry Equipment

Renowned for tractors, combines, cotton pickers, and other farming equipment.



Diesel Engines and Drivetrains

Used in heavy equipment and industrial applications.



Lawn and Turf Care:

Produces riding lawn equipment, commercial mowing machinery, and golf course maintenance equipment.



Financial Services:

Offers financial solutions to support the purchase and leasing of John Deere equipment.

Background:

A comprehensive induction program was designed for 200 new recruits to introduce them to the company's core values and foster a sense of camaraderie and teamwork. The program was designed with a focus on the company's core values and culture. Its primary objectives were to:



Familiarize 200 new recruits with each other, and instill a strong sense of camaraderie and teamwork.

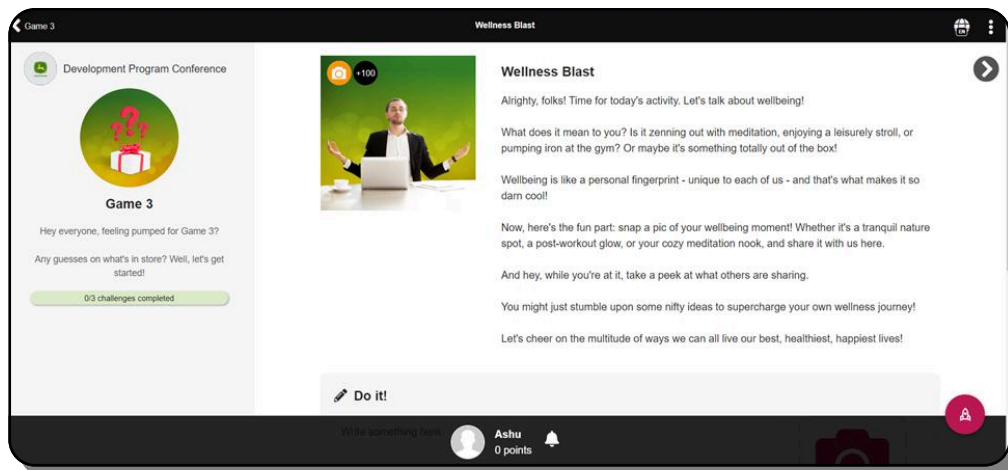


The primary focus of the program was on core values and company culture.

Project Overview and Execution

For the induction process, a Developmental Program Conference was designed to welcome the 200 new recruits and familiarize them with the core values of the company. The program was offered in two phases, where Phase 1 would foster team bonding and collaboration and set the stage for effective collaboration among new hires.

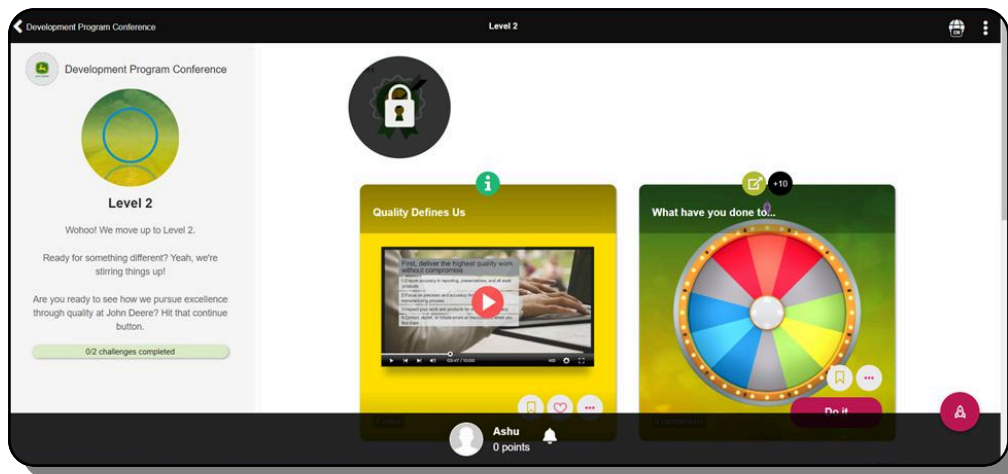
Phase 1:



New recruits participated in three engaging activities over ten days, including "What Your Wellbeing Looks Like?" a virtual interaction called "Coffee Conversations," and "A Team Picture!" These asynchronous activities, conducted from July 15th to July 26th, allowed participants to engage at their convenience and build rapport.

Having completed the team-building activities in Phase 1, Phase 2 focused on instilling deeper organizational values.

Phase 2:



Conducted over a virtual platform Joyflar, the FocusU app, this phase centered around the organization's five core values: Integrity, Quality, Humility, Commitment, and Innovation. The session, inspired by the 2024 Paris Olympics - Team Olympics (Culture Assimilation) - was designed to be light, engaging, and enjoyable for young campus graduates.

The session was divided into five levels, each representing the company's core values. Teams would need to pass criteria to unlock subsequent levels, maintaining a competitive spirit throughout the program. Each team was given three lifelines to use when encountering difficulties in any of the challenges. These lifelines provided answers to the challenges, enhancing engagement, encouraging learning, and offering assistance when needed.

As teams progressed through the levels, they received virtual badges that highlighted their advancement through the core values, culminating in recognition of their progress across all five levels.

The session was structured to achieve the following objectives:



Value Introduction

Participants were introduced to a specific value through a video, ensuring relevance and clarity within the company's context.



Value Application

Finally, participants were guided to contemplate how they could embody and live out the value within the specific context of the company, fostering a deeper connection to the organization's culture and expectations.



Value Reflection

Participants were encouraged to reflect on the value in a broader, more generic context. This reflection was facilitated through interactive activities, such as analyzing scenes from movies and solving crosswords, word searches, and hangman puzzles, making the process both insightful and enjoyable.

Towards the end of the phases, some of the participants won awards around the following themes:

- High Scorer Award: This was for the individual with the maximum points.
- The "Gold Standard Quality" Award: For the recruit who consistently delivered top-notch work that exceeds expectations.
- The "Humanity Award": For an individual who brightens everyone's day with their positive attitude and empathy for others.
- The "Commitment Champion" Award: For the participant who completed all activities within the timeline (Same day completion).
- The "Innovation Mad Scientist" Award: For someone who came up with creative and out-of-the-box solutions.
- Best team award: For the team with maximum scores.
- The Encourager's award: For the individual who not just enthusiastically participated but also actively encouraged others.

Impact:

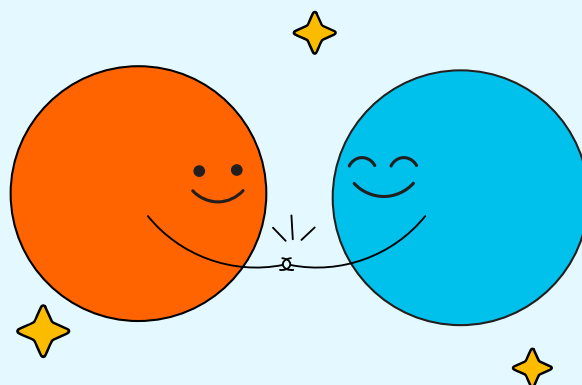
The program achieved an NPS score of 10 from the client, indicating high satisfaction and a positive experience.

Feedback from participants indicated that:

43.94%
rated their
experience as
"Good"

27.27%
rated their
experience as
"Excellent"

24.24%
rated their
experience as
"Average"



This distribution indicates a generally positive perception, with a significant majority of participants expressing satisfaction.

Overall, with a weighted average rating, it can be inferred that the experience was well-received by most participants, reflecting positively on its content and delivery, but also highlighting some areas that could be enhanced.

Overall, the program was effective in promoting team interaction, collaboration, and bonding among new recruits. The high engagement levels and positive feedback reflect its success in aligning participants with John Deere's core values.

Testimonials:

Learning Impact:

“

Extremely fun!
Great team-
building experience!
Everything was up
to perfection.

“

Using the real-world
scenarios helped me
apply what I learned
with my team
throughout the levels.”

“

The importance of
continuous learning and
development and
having the integrity to
own up to your own
mistakes.

Core Values Reflection:

“

The detailed descriptions of each
of the values of John Deere and
how we can work to embody them
in our daily lives.

“

I learned about the values of the
company and some new technology
we are implementing in our
equipment.

Teamwork and Collaboration:

“

Learning more about different areas of Deere
through other DPs' experiences. It was great
to hear about how teamwork is such an
integral part of what we do.

“

Collaboration is essential
to identify good ideas and
hold each other
accountable.



To know more about us, drop in at
www.focusu.com