

interstate companies

OPPORTUNITY

Interstate Companies, Inc. (Interstate), headquartered in Minnesota with over 30 locations nationwide, sought the assistance of our team to help them understand how to increase the effectiveness of its internal communications. With a geographically diverse workforce, Interstate needed to enhance employee-engagement to ensure that their staff understood and felt connected with the Interstate corporate mission and culture.

ACTIONS

The Kinetic team conducted one-on-one interviews with staff members and department leads to learn about individuals goals and whether they felt supported in their aspirations, or if not, where they felt the obstacles lay.

We learned the key challenges faced by Interstate employees were a lack of clarity in position expectations, understanding any clear path for career growth, an ambiguous onboarding process and no real emotional connection to the company's mission.

Kinetic crafted a comprehensive employee engagement strategy: implementing a regular company newsletter, developing a detailed benefits guide, providing HR videos to new hires, integrating an employee intranet, and disseminating an annual employee engagement survey. We also developed the 'We are Interstate' campaign, emphasizing the value of the employees as the company's greatest resource.

RESULTS

Implemented in 2017, this employee engagement effort has been incredibly successful. Interstate has seen dramatic increases in retention, recruitment and levels of employee satisfaction each year over the last three years. Usage of the employee intranet increased exponentially.

