



## ABOUT THE UTECH GROUP

The Utech Group was founded in 1991 with a not-so-simple goal: To change people's lives. Today, our family-owned, De Pere business continues that focus.

With more than 30 years of experience, we are proven experts in change management, organizational development and leadership training. We create change through our training options, leadership and team development programs and customized organizational development. Hundreds of organizations, throughout the United States and Canada, have benefited from our customized approach.

To help change people's lives, we design our leadership and training programs to meet the specific needs of your organization. We understand that each person is different. We meet you where you are at. We challenge people to not only do better but be better.



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# CASE STUDY

## RITTER

# COMMUNICATIONS

### SITUATION

Ritter Communication underwent a change in leadership and management. The new CEO was tasked to lead the company with a new strategic vision and shift the culture to a more empowered model. The Utech Group, in partnership with illumyx, assisted in this process.

### OBJECTIVE

- Develop the CEO and the Leadership Team to live and model the culture and values
- Develop and align an internal Culture Committee
- Measure impact of actions with the illumyx Culture Audit and Behavioral Inventory
- Develop continued actions to drive ongoing improvements

### SUMMARY OF WORK

- Leadership development and team building with the Leadership Team
- Conducted 2-days of team building to orient and align the Culture Committee on their purpose and function
- Trained the Culture Committee in a process to integrate the core values across the entire organization (multiple locations and regions)
- Culture Committee implemented the values integration process over a 9-month period
- Intervened with dysfunctional teams to root out negative organizational behaviors
- Conducted the illumyx Culture Audit, reviewed results and led strategy and action planning with a group of 20+ cross-functional leaders

### RESULTS

- Demonstrated a **41%** improvement in employee commitment levels
- Culture Committee self-reported increases in employee engagement & openness and a reduction in fear over the 9-month values integration process as observed in employee meeting sessions
- New, ongoing strategies were developed because of a company-wide WorldCafé process, focusing on improving accountability and cross-functional collaboration & communication throughout the organization