



**twogether**

## People Making the Difference

# Case Study

Twogether Creative Limited is a fast growing creative agency with a specialist focus on technology marketing. In 2013, the twogether leadership team committed to further their investment into making the agency a great place to work. This decision led them to select Emenex and its extraMILE™ employee engagement Framework.

### Aligning People with the Business

Starting in autumn 2013, Emenex and Twogether ran the first extraMILE™ employee engagement survey to establish the employee engagement baseline.

It was followed by a series of workshops to help the Leadership Team clarify their thinking about Twogether's Vision, Values and Priorities. In parallel with this activity, Emenex consultants worked with members of the leadership and management team to improve and simplify the performance management and development processes

In early 2014, starting with the leadership team, every employee attended a one-day extraMILE™ Foundation workshop where they built their own Personal Development Plan (PDP) and prepared to take the lead in a development discussion with their line manager. This process enabled employees to align their career and personal development goals with Twogether's Vision and Priorities.

### Delivering Sustained Results

The extraMILE™ survey was re-run in September 2014 and again in 2015, demonstrating significant improvements year on year. 2014 saw a **7.5% increase** in engagement with a **further increase of 8%** in 2015. Over the same period, Together's revenues and gross profit have **grown by 30%**

*"We chose Emenex because they listened to our aspirations for our workplace and were willing to tailor their approach to meet our specific needs. We have been impressed with their approach to developing our people and have been delighted with the impact it has had on our people and our business*

*Overall employee engagement levels increased by 7.5% in the first 12 months and the most recent results show a further 8% increase. As a result of this Twogether has become an even more energised and exciting place in which to work, but most importantly, the business has grown 30% in revenues and gross profit during that time.*

*The extraMILE™ programme has unleashed the potential of our workforce by empowering them to take responsibility for their own development and is also helping us identify future leaders for the organisation.*

*We are now even more confident that we employ truly great people who are doing truly great work."*

Kirsty Gilchrist, MD, Twogether Creative Limited



For more information on our services  
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