



**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 and development programme.

### The Programme

Starting in autumn 2013, Emenex and twogether ran the first extraMILE™ employee engagement survey to which all employees were invited to respond. This established the employee engagement baseline.

It was followed by a series of workshops in which Emenex consultants worked with the Leadership Team to help them clarify their thinking about twogether's Vision, Values and Priorities. In parallel with this activity, Emenex consultants also worked with members of the leadership and management team to improve and simplify the Appraisal Process and Job Descriptions.

In early 2014, starting with the leadership team, every employee attended a one-day extraMILE™ Foundation workshop at which they were empowered with the knowledge, skills and tools to construct a high quality Personal Development Plan (PDP). The workshop also prepared them to take the lead in a development discussion with their line manager, where they aligned their personal development goals with the Vision, Priorities and Goals of their part of the organisation. Subsequently, team leaders and employees have found new ways of working, building on their shared

*"We chose Emenex because they listened to our aspirations for our workplace and were willing to tailor their extraMILE™ Programme to meet our needs. We were impressed by the robustness and completeness of the whole extraMILE™ programme and have been delighted with the impact the programme has had on our business and people.*

*Overall employee engagement levels have increased by over 7.5% during the past 12 months. More than that, twogether has become an even more energised and exciting place in which to work. 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."*

Kirsty Gilchrist, MD, Twogether Creative Limited

experiences of the workshops and their new understanding of each other's objectives.

### Positive Results

A second extraMILE™ Employee Engagement survey was run in September 2014, which demonstrated a significant improvement of over 7.5% in both the overall and departmental engagement levels.

### Next Steps

As a result of the positive results, twogether plans to continue their investment with new hires to the organisation. Further coaching support will be offered to all of those who participated in the programme to help them focus their development around changes that have taken place within the organisation. The purpose is to continue to build twogether as a great place to work, attract and enrich talent and deliver quality work for twogether's clients.



For more information on our services

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