



Submitted by: Jeff Baker President
Company/Organization: Image 4

What was the Challenge or Opportunity?

In the face of demographic and market changes, Image 4's employees and management recognized we have to change the very design of the employee-company relationship.

What was your Approach or Solution?

Create a new model for work by increasing employee engagement, and improving operational effectiveness to deliver "Delight" to our customer. The model was explored and evaluated by employees, discussing employee needs, client needs and ramifications of proposed changes. Everyone agreed to accept personal responsibility for accomplishing the change and supporting one another in the process. A process to evaluate, negotiate and monitor change requests allows the system to become part of the company's DNA.

What was the Impact?

Measurable improvement in several operational metrics and in overall profitability. Reduction in overtime hours and improved management of PTO. Increased employee satisfaction, employer differentiation and improved talent acquisition.

Our business process has become more flexible and accommodative both operationally as well as mentally. By challenging ourselves to allow and support flexibility, we became more flexible in our approach to customer requirements.

Want to learn more about how Image 4 made this a reality? ...