

JUST ONE THING

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Company/Organization: Hypertherm/ HOPE Foundation

Type of Organization: For profit

Number of Employees: 1300

Category: Workplace

Challenge or Opportunity: Many of our Associates do not fully understand our products and are not connected to our customers. When there is a product launch it is all externally facing and all we get internally is an email letting us know this great new product launched.

Approach or Solution: An Associate on our Associate Experience team set up an internal trade show. The product was demonstrated in a hands on way (everyone got to cut with plasma and our new Sync product)by Associates from all three shifts in all our New Hampshire buildings. We also had education tables on it's benefits and the large recycling program for it.

Impact: Associates who had been at the company for 1 day through those who had been with us for 35 years but never got to try our product and learn about the benefits to the customer. We even had a visiting board member who attended the internal trade show, cut with plasma and learned about our awesome recyclability program for this consumable cartridge.