



Case Study: Small Miracles, A Shift in Company Culture

Company:
Small Miracles

Employees:
250

Locations:
19

Industry:
Early Education,
Childcare

Situation:

Small Miracles, an early learning center and childcare company based out of Arizona, had just decided to implement the ETW solution in their organization. As with most change, there was an initial resistance to the utilization of a new system. In Small Miracles' case, it was a natural fear of the unknown—How would the team be impacted? What kind of dialogue would this require? Since the ETW platform thrives on consistent communication between supervisors and direct reports, these concerns were to be expected.

What Small Miracles didn't expect was for these changes to cause such a large shift in their company culture.

Through engaging ETW, the organization accomplished:

- Noticeable shift in focus to company culture
- A direct correlation between a positive change in culture and achieving business goals



The resistance to change soon shifted into a movement to create the company Small Miracles had always wanted to be. Team members were more engaged in their roles and with the company as a whole, which in turn even had a positive community impact.

The ETW software provided grounding that the right tool was in place to create a meaningful relationship between the concerns of the business and the actions of the team members.

Team leader Mary says,

“It helps me reflect and get out of the whirlwind...I can reflect on what our purpose is.”

Implementation:

Within ten days of employment, each new team member is introduced to ETW. This fully immerses them in the company's mission, purpose, culture, behaviors and strategy for the year.

Small Miracles now uses ETW to align company, team and individual commitments, evaluate team progress on a regular basis, and when necessary, adjusts practices to allow for the exceeding of annual ambitions.

"As the CEO of our company, ETW allows me to connect with all of our team members while also being held accountable for my commitments in my role.

The energy and enthusiasm from our team members around the movement we are creating extends beyond our walls and is impacting the community at large. During the fourth quarter of 2015 all 198 of our team members were working on the culture behavior of 'Excellence in reputation by paying it forward: we are aiming to spread acts of kindness throughout the community'. The examples that were being posted with regards to giving back to the community were priceless and ETW provided that platform."

Keir Cochran
CEO, Small Miracles



Align Engage Perform

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

For more information or to achieve similar results in your organization please visit www.etw.com