



Client Success Story:

A Formal Solution for Operational Readiness



Eagle Copters

HQ: Calgary, Alberta, Canada

Industry: Airlines/Aviation

Employees: 85

Eagle Copters, while facing a challenging market based on economic conditions in the global helicopter industry, was looking to optimize and formalize its operations. They had no formal system in place to do so.

ETW would not only provide them with the platform for a formal system, but would facilitate the build-out of a disciplined, focused execution plan.

To kick off the process, ETW conducted a pre-implementation survey which identified four key areas of improvement. A two-day facilitation with the Eagle Copters leadership team would follow, as well as individualized training for each subsequent level of leadership, the introduction of a management cycle, and the cascading of goals throughout the entire organization.

Eagle Copters' Top 4 Focus Areas of Improvement

Resulting from the ETW pre-implementation survey

MANAGER EFFECTIVENESS: Timely and constructive feedback and recognition for strong job performance.

COMMUNICATION: Clear expectations with open and honest dialogue. Additional information to explain the "why" behind organizational decisions.

ALIGNMENT: Understanding of the company's strategy. Knowing how the individual's work is connected to the strategy. Feeling connected to the company's Mission and direction for the future.

ORGANIZATIONAL TRUST: Trusting the direction of leadership. Confidence that hard work will be recognized. Comfort in voicing concerns.

"The ETW team helped us to get from Point A to Point B when we weren't even sure what Point B needed to be. The professional services provided by the ETW implementation team really made all the difference for us. Now the whole organization likes to see that there is a clear strategy to execution, and consistent communication around goals and accountability."

Barry Kohler

President & CEO, Eagle Copters Ltd.

With the assistance of ETW's professional services and implementation team, Eagle Copters has seen improvements in all four focus areas, and now has a structured goal and performance management process to optimize operations and improve employee alignment to the company goals and mission.



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