



Employment Group
HELPING PEOPLE SUCCEED

Defining EG's Employer Brand: Improved Recruitment, Retention, and Culture

Situation

Since its founding in 1958, EG Workforce Solutions has been Helping People Succeed by bridging the gap between the hiring and the hired. EG has established itself as a high-value strategic partner with our contract staffing, RPO (Recruitment Process Outsourcing), BPO, and consultative employer brand + retention offerings for clients across the US.

Like any organization, EG has experienced the natural peaks and valleys businesses face. From growing the company into a multi-offering workforce solution to navigating the 2008 recession and, most recently, the COVID-19 pandemic. However, in 2017, EG Workforce Solutions experienced a significant downturn in its company culture and talent retention due to an adverse change in leadership and the dilution of its mission. As a result, the organization lost itself and its core values rapidly; high-performing employees resigned, people who remained were unhappy, and the bottom line suffered.

Solution

To reinvigorate the company, senior leadership knew they needed to take action. The toxic leadership was quickly removed, and they brought EG's core values alive by changing from single words to phrases with definitions behind them, so nothing was left for interpretation and leaving no room for ambiguity on how EG conducts itself.

EG fully subscribed to the notion that by building an employer brand and culture that attracted the type of talent aligned to it, the business would grow faster, stronger, and more innovatively. It started with the new core values that made it clear how EG would treat its employees, Field Associates, and clients – it's also the playbook for how everyone at EG would treat each other.



Solution Continued

Additionally, efforts were implemented to beef up EG's culture, including bi-weekly check-ins with direct supports, utilization of Align for productivity, meeting rhythms for transparent communication in every facet of the organization, LinkedIn Learning, creation of company culture and DEI committees, and Better Book Club to name a few.

EG also focused heavily on creating a company culture focused on trust, transparency, and growth. Transparent communication was accomplished through eNPS surveys sent to staff members quarterly to identify areas where the company was thriving or needed to re-evaluate. These eNPS surveys are followed up with all staff town halls to discuss survey trends and next actions.

EG also provides tools to enhance our employees' daily personal and professional lives. EG uses Bonusly to publicly recognize and reward employees and emphasizes handwritten "thank you" notes. Our team also has access to LinkedIn Learning to grow their skills and knowledge. There are clear career paths for professional advancement within the company for anyone who wants to grow. Additionally, EG pays our associates to read books through our Better Book Club program. Finally, EG has partnered with experts in productivity management like Getting Things Done to assist our team in maximizing the time in their day as well as focusing on holistic employee goals through a Day of Development.



Results

EG has fostered an employer brand focused on our team and true to our mission of Helping People Succeed. As a result, EG has been able to build a team of “bar-raisers,” cut our recruitment spend, increased our hires via employee referrals by 57%, improved our diversity by 11% as of 2021, lowered our voluntary turnover rate to a mere 10%, a 55-basis points reduction, and experience eNPS (employee net promoter survey) scores routinely in the 70s – well beyond the industry benchmark of 50.

EG has realized many quantifiable benefits from a strong and healthy culture including increased productivity through a sense of belonging, improved health and well-being resulting in less absenteeism, and increased customer satisfaction as demonstrated through industry leading Net Promoter Scores (NPS) and long-term strategic partnerships. Additionally, EG’s purpose of “Helping People Succeed” has fostered an environment for innovation and the creation of new ideas, processes, and services. All EG employees subscribe to the mission which encourages collaboration among the business units and helps cultivate a sense of unity between our values and individual actions. At EG, happy and engaged employees means delighted customers!

EG continues to leverage our strong employer brand and company culture to build upon our momentum and turn our flywheel. CEO Mark Lancaster stated that “as a result of realigning the culture and values, the company profits increased significantly.” By creating an employer brand that allows our team to thrive, the business continues to grow and innovate strategically while attracting, engaging, and retaining top talent.