



Regional Transportation Authority Embraces
Invitational Leadership

CASE STUDY



THE PROJECT Employee Engagement

THE NEED

A regional transportation authority offering bus, trolley, subway, and regional rail service to millions of customers was looking for novel ways to engage their 1000+ employees.

The desire was to develop a service culture from within, as the organization was struggling with a workplace culture where morale was lower than desired and as a result, service was suffering. It was clear to the leadership teams something needed to be done to “reroute the course” and alter the direction they were headed.

They wanted to help create a more employee-centered inclusive work environment, harness their ideas, and help to transform the culture to one far more internally service oriented.

THE INTERVENTION

Shapiro Communications met with senior management to engage in a discovery process to uncover root causes for low employee morale. Working together, deficiencies were identified and goals were determined.

Due to a lack of cohesion amongst the agency’s various teams and departments, the best course of action was to use an upcoming annual company summit to address these issues, with Shapiro Communications acting as facilitator amongst the multiple summit teams.

Shapiro met in advance with the teams to be understand their intentions and goals, helping them craft their presentations so the most pertinent information stood out and that there was a shared understanding that the ultimate goal was to increase employee engagement, morale, and buy in across the entire organization.

THE IMPACT

With Shapiro Communications acting as facilitator, each team was able to present coherent information in a manner that was clear, precise, and goal-oriented. Participants learned to communicate with poise and treat fellow employees more like guests instead of subordinates.

This shift in focus resulted in more collaborative teams and increased cohesion. Everyone felt more listened to, more valued, and most importantly, accountable to one another.

The result was a ripple effect, employees became more engaged with one another as customers reaped the downstream benefits as well.

ABOUT SHAPIRO COMMUNICATIONS

Shapiro Communications offers comprehensive organizational communication training and professional development services across multiple industries.