Case Study
The Impact of Employee Engagement

A mid-sized organization faced declining employee engagement, trust issues, and cultural misalignment, leading to frustration and turnover risks. AAIM provided a data-driven strategy with leadership development and engagement initiatives, resulting in significant improvements in trust, retention, and communication within a year.

Building Trust & Transforming Culture

The Challenge

When we began working with this organization, employees described a culture of fear, distrust, and misalignment. Leadership transitions had created instability, and employees felt like they were walking on eggshells, unsure of expectations or the organization's future.

Key Results of Employee Survey

- **Lack of Trust & Communication Gaps** – Employees felt leadership was inconsistent and unresponsive, leading to disengagement and uncertainty.
- **Fear-Based Culture & Silos** – Employees hesitated to speak up, and departments operated independently, limiting collaboration.
- **Unclear Direction & Compensation Concerns** – Leadership transitions and policy changes created stress, while unclear pay structures impacted retention.

The Turning Point

Recognizing the need for lasting change, the leadership team made a critical decision—to consistently take action over time and rebuild trust through transparency, accountability, and engagement.

Our Approach

AAIM took a structured, data-driven approach to help the organization rebuild trust and engagement. Through targeted surveys, leadership coaching, and cultural initiatives, we identified key pain points and provided actionable solutions. Leadership committed to consistent communication, transparency, and accountability—ensuring that changes were sustainable and meaningful.

Year One Gains

- 55% Overall Engagement Improvement
- 125% Increase in Communication Effectiveness
- 100% Employee Retention
- 73% Growth in Executive Leadership Effectiveness

Discover Our Strategy »

How Data-Driven Insights and Leadership Commitment Can Transform Engagement and Drive Lasting Organizational Success

The Strategy

We partnered with them to implement a multi-layered strategy focused on data-driven insights and ongoing leadership development.

Key Elements of Our Strategy

- Employee Opinion & Engagement Survey (EOES)
- Employee Focus Groups
- Leadership Development & Coaching
- Culture-Building Initiatives:
- Compensation Benchmarking Study

These weren't one-time initiatives—leadership committed to ongoing engagement and accountability, driving lasting change. Only one year later, the organization saw remarkable improvements across leadership trust, engagement, and culture alignment.

The Results

Only one year later, the organization saw remarkable improvements across leadership trust, engagement, and culture alignment. Below is a sampling of the results, but we saw significant gains across all ten dimensions surveyed.

Trust & Leadership Alignment Restored

- Trust in Leadership: 40% → 68%
- Leadership Ethics Perception: 28% → 63%
- Executive Leadership Effectiveness: 37% → 64%

Increased Employee Engagement

- Overall Engagement Score: 45% → 70%
- Communication Effectiveness: 28% → 63%
- Employees feeling informed on strategy: 56% → 77%

Cultural & Structural Improvements

- Employee Recognition: 39% → 62%
- Cross-Department Collaboration: 22% → 36%
- Organizational Agility: 34% → 66%

Compensation & Retention Stability

- Pay Transparency: 25% → 56%
- Fair Pay Perception: 37% → 58%
- Retention: No unwanted turnover despite industry-wide downsizing

> " *For the first time, I feel like we have a clear direction and strategy. Departments are working together, not against each other.* "

Why This Approach Worked

◆ **Leadership Alignment**
Coaching and structured communication improved leadership effectiveness.

◆ **Data-Driven Strategy**
Survey and focus groups pinpointed real issues and guided targeted actions.

◆ **Employee Involvement**
Regular feedback loops ensured employees felt heard and valued.

◆ **Fair Pay Practices**
Competitive pay reinforced trust and retention.

> " *This used to be a place where people stayed silent out of fear. Now, we have a voice, a direction, and leadership that actually listens. It's a huge shift, and it's making all the difference.* "

Transforming workplace culture requires expertise, strategy, and commitment—AAIM has the proven approach to make it happen. Our data-driven solutions help businesses build trust, align leadership, and drive engagement for lasting success.

Let's create meaningful change together. Contact us today for your complimentary strategy session!

AAIM
EMPLOYERS' ASSOCIATION

Meeting Members Where They Are

aaimea.org