



Healthcare Organization

Client Case Study

Healthcare Company Division

Background & Challenges

A division of a healthcare organization in the Philadelphia region was facing a concerning trend. Their annual employee engagement survey revealed that 72% of employees were either not engaged or actively disengaged, a drop of almost 5% from the previous year. Despite sharing the results with employees, company leadership was struggling to understand the “why” behind the disengagement.

The MotiveX Blueprint Solution

Recognizing the need for a deeper understanding, the company partnered with MotiveX, specialists in decoding the core motivational factors that drive employee engagement and retention. MotiveX's approach is rooted in scientific research, focused on identifying the motivational gaps that have the greatest impact on organizational success. The MotiveX Blueprint Solution mapped to various demographic and performance data sets to create a targeted approach to change initiatives.

In-Depth Analysis

With an impressive 83% participation rate, MotiveX analyzed the results and pinpointed the top three motivational gaps as Innovation, Learning, and Collaboration. A deeper dive revealed additional gaps (Autonomy & Ownership) within the lowest-performing team, signaling a need for a tailored solution.

Strategic Implementation

Armed with these insights, the client took decisive action:

- Created an innovation lab for employees to ideate and discover unique business improving ideas.
- Upgraded their learning management system to provide access to critical soft skills.
- Hosted bi-monthly divisional networking events to foster collaboration and break down interdepartmental barriers.
- Provided additional training to managers in the lowest-performing team, encouraging creative risks and delegation.
- Engaged senior leadership quarterly to gather feedback on major company decision

Remarkable Results

When MotiveX reassessed the organization after 10 months, the medium motivational gap score decreased from 1.35 to .95, indicating better alignment. Additionally, the turnover rate reduced by 12%, and productivity increased by 5.5%, representing \$385K in projected incremental revenue.

By leveraging MotiveX's insights into employee motivators, the client not only discovered the "why" behind their issues but addressed them head-on. The result was a remarkable increase in engagement, retention, and overall performance.

Conclusion

MotiveX's tailored approach transformed a struggling division into a thriving, engaged workforce. By understanding the unique motivations of each employee and implementing targeted solutions, the healthcare organization unlocked new levels of success.

Partner with MotiveX

MotiveX helps organizations and teams succeed by focusing on what truly motivates them. We don't just try to change people; we use our unique Blueprint process to understand what drives your team and create a better work environment.

Our Blueprint process starts with insights, but we know that's not enough. We work with you to create a clear plan that fits your team's unique needs. By mapping out motivations and identifying key performance indicators (KPIs), we tailor our approach to unlock potential and make positive changes across your organization.

Together, we'll challenge the norm, ignite potential, and foster a culture of excellence. Whether it's boosting engagement, enhancing productivity, or retaining top talent, our Blueprint process is designed to empower your team for long-term success. With MotiveX, you're not just getting a solution; you're starting a journey to better performance.

*To schedule a free consultation, email Matt Johnson at mjohnson@motiveX.ai call or text: 1-610-608-7278
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