

Driving Team Performance

Building An Engaged Culture at Atlantic

Atlantic is a technology-driven remote sensing, surveying, and consulting business on a mission to positively impact the world by providing innovative geospatial data solutions. Committed to helping their employees reach their personal professional best, Atlantic brings a depth of expertise that consistently drives return on investment and exceeds customer expectations. Atlantic's ongoing success hinges on building and maintaining a culture of client service with high-performing teams focused on measurable returns from relationships built from the inside out.

THE PROBLEM

Maintaining Talent Magnet Status

For seven years, Atlantic had surpassed their own growth expectations, attracting high-stakes clients. They had achieved this growth through a talented workforce comprising the brightest in the space, who consistently delivered superior results. However, in the late fall of 2018, results from a Gallup Q12 Survey revealed a quiet but growing vulnerability.

The organization's traditional 360 review was too slow for the fast-paced high-tech talent Atlantic consistently attracted and strove to retain. Since their people worked in fluid teams, it could feel like there were as many as 98 dynamic teams all operating at once, which a review process based on the traditional org chart simply couldn't account for. Even worse, by the time annual feedback reached team members, it was simply no longer relevant. For a company full of professionals who thrive on improving professional skills and knowledge, yearly reviews just weren't an effective way to communicate performance or build engagement.

Leadership at Atlantic knew it was time to find a new solution. Yet, with their culture, this would require something seamless that would easily integrate into their already busy schedules. When



1/3
staff hold a
Professional
License or
Certificate



294%
Revenue
Growth
since 2014



2.64
Petabytes
of Live Data
Storage

CEO Brian Mayfield CP, GISP, SP, GIS, shared the survey results with employees, he committed right on the spot to finding a solution that would provide highly relevant coaching that would keep up with the blistering speed of their work.

The seeds of anticipation were planted. The teams at Atlantic were intrigued.

THE SOLUTION

An Engaging Bonus

When Mayfield scheduled a demo of StandOut®, Powered by ADP, he was simply looking for a high-frequency alternative to stale annual reviews. But during the demo, what resonated the most was StandOut's ability to measure and quantifiably improve engagement through simple one-on-one conversations called Check-Ins. Atlantic had built its business on tracking advanced analytics about its performance on projects, but did not have a solution for measuring the engagement or performance of its staff.

Amid great anticipation, in January of 2019 Atlantic pushed out their first StandOut Engagement Pulse. Not surprisingly, engagement was already high, revealing 48% full engagement — meaning respondents answered 5 out of 5 on all engagement survey questions. However, what surprised leadership at Atlantic was what happened next. Data from the first Engagement Pulse revealed hidden challenges that needed to be addressed. Whether it was an individual team member slowing down the group or a team leader who was secretly out of his wheelhouse, engagement results were bringing together higher level managers who normally didn't connect and driving important conversations that could bring about real change. In addition, this new source of ideas, in the form of weekly Check-Ins, created insights for leadership to see team by team. With every round of Check-Ins they were learning exactly what kinds of tweaks they could make to processes and programs that would help their customer-centric culture thrive even more.

THE RESULTS SO FAR

Just five months after implementing StandOut, Atlantic has finished the second quarterly Engagement Pulse, with full engagement reaching 52%. Weekly Check-Ins are now the standard for driving conversations, and employees report that they feel heard. The results of the coaching that happens naturally in Check-In conversations are being seen in business process refinement. In addition, light-touch performance data is quickly providing reliable insights for decisions about raises and promotions. But the best outcome? A noticeable uptick in employee culture. Atlantic employees report that they are happier at work and they want to spend more time with each other even outside of work.

RESULTS AT A GLANCE

- 98% Check-In Adoption
- 52% Full Engagement
- 2 Performance Pulses

“Our employees are more connected to our company and mission than ever, and the high-touch relationship with ADP during our own implementation has even given us great ideas for how we can create more touchpoints with our own clients. I enjoyed the implementation methodology so much that we’ve adopted some of the ideas in our own model.”

Brian Mayfield

President & CEO