

G R O W T H

P R O F I T S

R E S U L T S

Some Client Success Stories

Coca-Cola

The McDonald's Division (TMD) of Coca-Cola had declared 2008 to be "The Year of the People." The senior executives in TMD were critically aware of the strategic importance of people to TMD's long-term growth and profitability, but did not have a clear path forward to translate the rhetoric of "The Year of the People" into reality. McBassi worked with TMD to implement the McBassi People Index™ (early in 2008 and again late in the year) — focusing on the link between TMD's people practices and its ability to achieve superior customer service. TMD used the results from the analysis to create a roadmap for strengthening its business results through more effective management and development of its people, and enjoyed a stellar year in 2008, despite the tough economic circumstances.

ConAgra Foods

ConAgra was seeking a rigorous and disciplined approach for driving business results through its people. In 2008, ConAgra implemented McBassi's People Index for the first time, and is now using it as a basis for refining and implementing a fact-based, prioritized human capital management strategy. This effort has helped its senior leadership team to align itself and take responsibility for a unified strategy for driving business results through more effective talent management.

The Hazelden Foundation

The Hazelden Foundation understood that it needed to rely on its people more than ever to help pull the organization through the tough economic circumstances of 2008 and 2009. So Hazelden worked with McBassi to implement the McBassi People Index, link it to performance in its 6 treatment centers, and develop a set of prioritized recommendations for improving their results (including customer, financial, process, and people measures). McBassi is now working with Hazelden to embed accountability measures into the bonus plan at Hazelden, thereby ensuring that managers focus on and are rewarded for aligning people and results.

National Institute for Science and Technology

The Manufacturing Extension Program (MEP) at the National Institute for Science and Technology (NIST) was seeking a way to bring rigor to the “people side” of their work — helping them to move beyond intuition in aligning people with business results (including measures of clients served, impact, efficiency, and employee commitment). NIST asked McBassi to implement its McBassi People Index in eight of its MEP Centers, link the findings to measures of the Centers’ performance, and develop customized fact-based recommendations for each of the Centers. The analysis is now being used to drive improved performance throughout these diverse MEP Centers.

Wide Open West (WOW!)

A J.D. Power award winner for superior customer service, WOW! relentlessly seeks ways to improve in the highly competitive internet business. It does so by focusing on being a worthy employer — knowing from experience that passionate people drive extraordinary results. So WOW! relies on McBassi’s People Index to link people and a wide range of organizational performance measures (e.g., customer sales and growth, customer retention, customer satisfaction, employee retention). This drives a virtuous cycle of improving business results.

McBassi & Company Clients

Private Sector

Accenture
Agilent Technologies
Alcan
American Standard
Charles Schwab
Coca-Cola
ConAgra Foods
Copan Systems
GTSI
Laminex
Medscheme
P&H Mining Equipment
Robbins-Gioia
Standard Chartered Bank
Varolii Corporation
Wide Open West (WOW!)

Public Sector

Beaufort County (SC) School District
Ireland FAS Training & Employment Authority
National Institute of Science and Technology
Organization for Economic Cooperation and Development
UK Department for Children, Schools, and Families
UK Financial Services Skills Council
United Nations
US Bureau of Customs and Border Protection
World Bank

Non-Profit Sector

American Bankers Association
Association of Legal Administrators
Hazelden Foundation
National Arts Strategies



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The analytics of people and results.