

# Case Study: Honda UK



## Engaging Employees: *A success story*

Employee dis-engagement means:

Dissatisfied customers; High staff attrition; Disappointing levels of profit

How can employee engagement be achieved in our 21st century environment?

### The Honda Challenge

Unhappy with their UK customer service ranking, Honda believed that improving employee engagement throughout their network of dealers was the solution. To achieve this they saw a direct correlation between:

- **leadership development**
- **customer satisfaction**
- **sales and profitability**

### The TBWP Solution

Honda turned to their partner in leadership development - The Blue Water Partnership for a solution.

Managers from 150 franchised dealers undertook an initiative to develop their abilities to gain engagement from employees.

### Achieving Employee Engagement

- Managers learned to draw employees into **Improvement Teams**
- Managers found by **prioritising the management of others** they could achieve more
- Many team members gained a **new sense of engagement** and reward as their input was valued and developed
- **Confidence grew** as ideas were adopted
- Franchise **profitability is increasing**

**Honda moved from 4<sup>th</sup> to 2<sup>nd</sup> place in the leading independent customer satisfaction survey, satisfyingly higher than their 60 or so UK competitors.**

**“A third of British workers could not care less whether their company succeeds or fails, as long as they get their pay cheque at the end of the month.”**

## Client Testimonials

'This initiative has been an **OUTSTANDING SUCCESS!** It has exceeded our organisational objectives for the programme and has formed a first class part of the Institute's offering to the dealer network.'

**Geoff Matthews**  
**Head of the Honda Institute**

'This has been an unqualified success and has made a significant contribution to our dramatically improved sales performance.'

**John Kennedy**  
**Network Development Manager**



The Blue Water Partnership's MD, Gordon Roscoe with Asimo: the world's first humanoid robot.

### The Value of improved Employee Engagement

- Increased Profitability
- Increased Productivity
- Competitive Advantage
- Employee Retention
- Better team working

### The differences managers' experience

'My team have more ideas than I do, I love it when they hassle me to make improvements in what we do!'

'Two people who I had frankly written off are now amongst my most productive team members'

### The Honda Story Continues... Employee Engagement Worldwide

**Honda Japan**, eager to replicate the UK uplift, engaged The Blue Water Partnership to export these **principles for achieving employee engagement** throughout mainland Europe, Japan and Asia.

These principles make a positive change, whatever the culture, Tyneside or Tokyo, Cornwall or Copenhagen!

### We understand your concerns and challenges:

#### Breathe easy...

However deeply ingrained traditional models of driving performance are within your organisation, we can help you develop new mindsets amongst your managers that could lead you to spectacular success.

**Successful organisations in similar situations have already tackled the issues and realised their vision.**

Let us help you.

Please contact us to find out the value employee engagement initiatives can bring to your organisation.

**We are always available to talk through any issues you may be looking to address.**