



Connected Workplace

Change Marketing™
at work



The Challenge

In 2024, the DTT Shared Platforms team saw an opportunity to improve the effectiveness and impact of the Connected Workplace program to meet the post-COVID-19 ways of working.



Our Audience

Leaders and stakeholders supporting the Connected Workplace strategy within DTT Shared Platforms



Key Insight

Four years after being established during COVID-19 to combat staff disconnection, 75% of research participants were either not familiar at all or slightly familiar with program, presenting a clear opportunity to the program and increase Staff awareness.



Our Story

Fostering connection and productivity across Chick-fil-A requires a Connected Workplace enabled by technology, tools, and best practices that equip everyone to do their best work.



Creative Craft

A research report identifying opportunities to evolve the strategy, increase engagement of business partners, and equip Staff with tooling best practices.

Researching ways to increase the Connected Workplace effectiveness

Connected Workplace Research Phase

Insights Readout

MAY 2024

Property of Chick-fil-A, Inc. Confidential. Please do not distribute.



Analyzed survey and interview results from 24 interviews and 361 Staff survey responses to identify trends and opportunities, presenting the insights in a clear, stakeholder-ready report.