

Prick-fil-&

Connected Workplace

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-FI-A. Inc. Confidential, Please do not distribute





Connected Workplace

Change Marketing™ at work



Connected Workplace | Insights Guide

About this document

This is an overview of LOCAL's research objective and an outline of the approach we will take when collecting insights.

Table of Contents:

- About this body of work
- Research Purpose
- Research Methods
- Discussion Guides
- Survey Design

About this Body of Work

The Situation: As we've settled into a new norm post-pandemic, Chick-fil-A's needs from the Connected Workplace have evolved. To create more clarity, the DTT Shared Platforms team wants to understand the current state, define where there's opportunity to make the most impact, and increase the overall effectiveness of the Connected Workplace Strategy.

The Problem: A wide scope with multiple strategies, services, trainings, and initiatives has led to uncertainty around best practices and confusion around the best way to engage in Connected Workplace resources.

Shared Challenge: Ensuring we are focusing where we provide the most impact for our Staff and value to the Enterprise.

Approach: To achieve a holistic view, we must approach this work cross-functionally. We're starting this body of work with cross-functional stakeholder interviews and a clear, concise, 3- to 5-question survey.

Research Purpose

Research Question: How might we evolve the Connected Workplace's services, strategy, and vision to meet the needs of the growing Enterprise and an overwhelmed Staff?

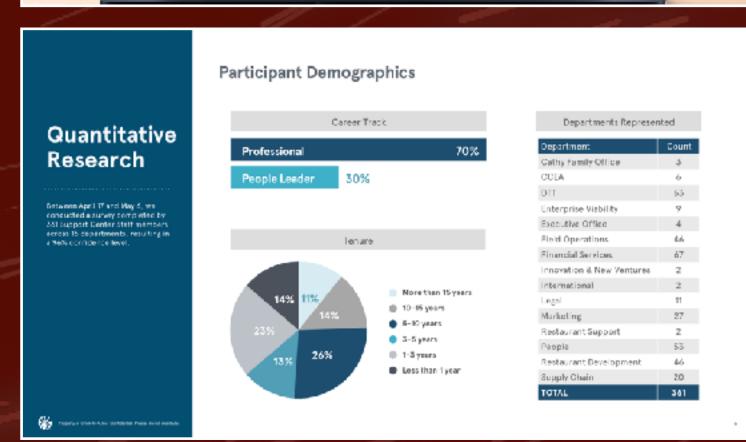
Research Objectives:

- . Understand how Staff currently engage with and perceive the Connected Workplace
- Identify the areas in which Connected Workplace can bring the most value to the Enterprise

Research Guide

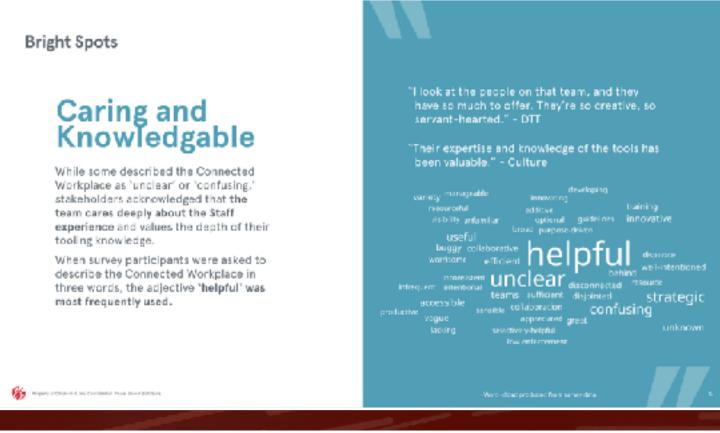
Foundational document that captured the research objective, approach, audience segmentation, discussion guide for interviews and survey design.

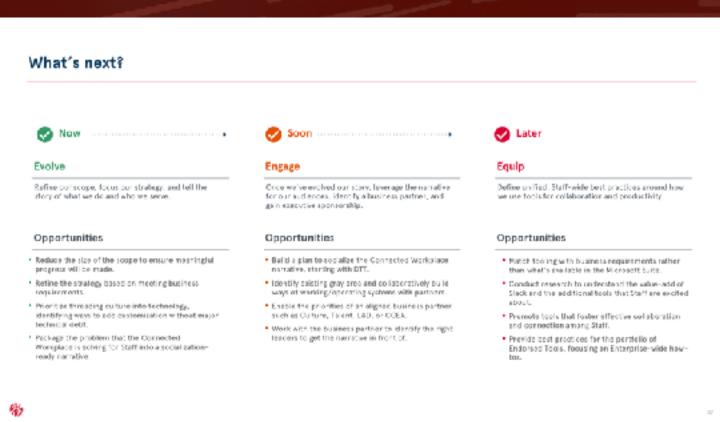




Survey Development & Analysis

Developed survey in Qualtrics, partnered with People Analytics to identify audience and distribution list, supported communication for distribution, tracked responses, and analyzed results.





Research Report

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.