

PRIVATE & CONFIDENTIAL

CASE STUDY



[MAY 21, 2021 – SEP 17, 2021]

**“50% INCREMENT FROM
THE ENGAGEMENT SCORE
AFTER THE 12-WEEK PROGRAM.”**

BY HARYO UTOMO SURYOSUMARTO



ENGAGE
& GROW®



CONTACT:

+62 21 2939 1284

HARYO@HEADHUNTER.CO.ID

TABLE OF CONTENTS

Executive Summary	2
Background	2
Problem Definition	2
Project Overview	3
Goals and Objectives	3
Challenges	3
Milestones	3
Timeframe	3
Outcomes	4
Testimonials	4

Executive Summary

This case study outlines how the Red Belt Engage and Grow Employee Engagement program has helped Zentax Consulting transform from a one-person centric tax consulting firm to becoming a company with a pleasant work atmosphere and solid working team members that support each other so they could become a better leader and also a future Partner of the firm..

The Red Belt Engage and Grow Employee Engagement program improved the leadership capability of Zentax Consulting's employees and also transformed their corporate culture by engaging their employees in the company.

Most importantly, all of the employees are more than willing to put the new dynamic culture as the basis of their everyday work. The case study discusses the background and issues of the company and the challenges and outcomes of the program.

Number of participants: 10 people including the Director

Number of employees: 11 people + 5 student interns (*temporary*)

Background

Zentax Consulting was founded on 1 March 2017 in Surabaya by an owner who has experience in the field of tax consulting for more than twenty years. They provide services to assist clients in managing their tax matters.

Zentax Consulting is located in Jalan Sutorejo Utara, Surabaya, East Java, Indonesia. Zentax Consulting provides service which is not limited to the Surabaya area, but also in other cities in Indonesia. Currently, Zentax Consulting's clients are in Surabaya, Jakarta and Bali.

Problem Definition

The Director needs a solid team for the best performance that can be given to the client and to achieve that goal it is necessary to improve the way they communicate and each individual must be ready to leave the comfort zone.

The Director felt stuck in bringing the company to a higher level because the employees rarely show an attitude of high initiative because they already feel comfortable in their job and limited communication between employees only regarding work.

Their Employee Engagement survey before the program revealed a score of 20% overall full engagement, 70% disengaged, and 10% highly disengaged.

Project Overview

a. Goals and Objectives

The 3 KPIs Zentax Consulting wanted to achieve through the program were:

1. Build a pleasant work atmosphere
2. Create a positive work and corporate culture
3. Raise awareness about meaning of work and contribution to the progress of the company

b. Challenges

1. Covid-19 pandemic is still happening. Zentax Consulting office is located in Surabaya and the facilitator is in Jakarta, so the whole program was held online via Zoom.
2. The busy work schedule of the participants as tax consultants made the program difficult to conduct regularly once a week.

c. Milestones

1. Participants showed their eagerness to be actively involved and engaged in every weekly session.
2. The sharing stories and facilitator challenge segment helped them to understand each other not only as colleagues who worked at the same company but as human beings.
3. The feedforward roundtable segment helped them to give each other constructive criticism to become better colleagues and leaders at the company.

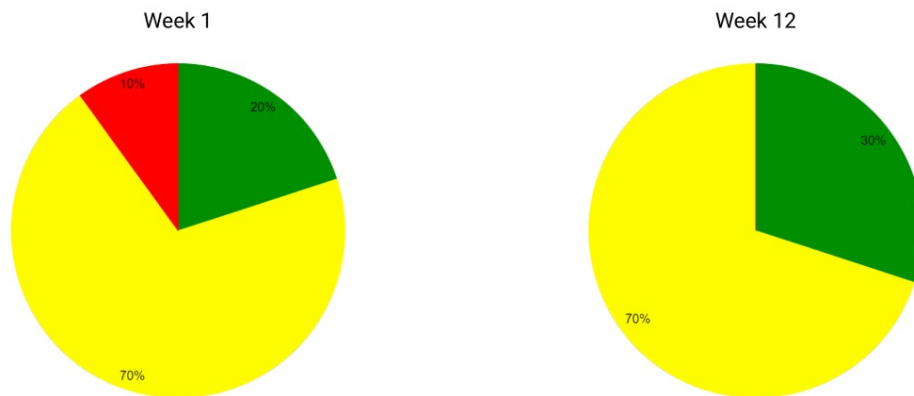
d. Timeframe

120–180-minute sessions delivered weekly over 12 sessions with several breaks in July and August.

Outcomes

1. All participants learned how to develop their leadership capability and problem-solving skills in managing people.
2. New ideas were coming from all participants to increase their work efficiency.
3. The participants gained higher self-confidence in developing their capability.
4. The participants came up with five agreed behaviors that transformed into the foundation of the new culture throughout the company.
5. Overall, employee engagement increased throughout the company.

Through the 12-week Engage & Grow program, the Employee Engagement Score at Zentax Consulting increased by 50% -- from 20% to 30% fully engaged.



- Fully Engaged : Karyawan Anda yang sangat tinggi tingkat keterlibatannya memberikan kontribusi lebih dari apa yang harapkan perusahaan.
- Disengaged : Karyawan Anda yang tidak terlibat memberikan kontribusi hanya yang diharapkan perusahaan dari mereka.
- Highly Disengaged : Karyawan Anda yang sangat tidak terlibat memberikan kontribusi lebih rendah dari yang diharapkan perusahaan.

Testimonials

Video Testimonials on Youtube: [Engage & Grow Client - Zentax Consulting](#)