

PRIVATE & CONFIDENTIAL

## CASE STUDY



[MAY 30, 2023 – Nov 17, 2023]

**“180% INCREMENT FROM  
THE ENGAGEMENT SCORE  
AFTER THE 24-WEEK PROGRAM.”**

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## **Executive Summary**

This case study outlines how The Positive Workplace and Engage & Empower programs have helped raise awareness among Margaria Group employees to collaborate between divisions and also transformed their company culture by engaging their employees in the company.

The Positive Workplace and Engage & Empower programs also help Margaria Group employees in creating a company culture that is conducive to the emergence of new ideas, initiatives or innovations from employees at all levels.

Most importantly, after implementing The Positive Workplace and Engage & Empower programs, employee engagement at Margaria Group has increased in all units. Case studies discuss the company's background and problems as well as the challenges and results of the program.

Number of participants: 31 people including the Board of Directors

Number of employees: More than 400 people

## **Background**

Margaria Group is a dynamic conglomerate with a rich multi-generational heritage. With unwavering commitment to excellence, the group operates diverse businesses across the fashion, retail, manufacturing, and hospitality sectors across Indonesia.

The journey began in 1981 with the first Batik store in Malioboro street, Margaria Batik.

In 2023 Margaria Group expanded beyond its original Malioboro location to include 6 Business Units, 18 freestanding retail locations, 6 in-mall stores, 3 Production and Distribution Units, 5 Service and Hospitality Units, and 1 Education Unit.

## **Problem Definition**

The Board of Directors 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 Directors 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 10% overall full engagement, 82% partially engaged, and 8% disengaged.

## **Project Overview**

### **a. Goals and Objectives**

The 3 KPIs Margaria Group wanted to achieve through the program were:

1. Increase Employee Engagement in all business units.
2. Growing awareness for collaboration between divisions.
3. Creating a company culture that is conducive to the emergence of new ideas, initiatives or innovations from employees at all levels.

### **b. Challenges**

1. Margaria Group Head Office is located in Yogyakarta and The facilitator is in Jakarta, also few participants are from branches located in different cities, so the facilitator and participants from those cities have to take a bi-weekly trip to Yogyakarta to attend the program.
2. With the large number and the busy work schedule of the participants, it is difficult to implement this program with complete attendance.

### **c. Milestones**

1. Participants showed their eagerness to be actively involved and engaged in every weekly session.
2. The Value Innovation Creation segment has helped participants from different divisions to carry out collaborative projects.

### **d. Timeframe**

180-minute sessions delivered bi-weekly over 24 sessions from May to November 2024.

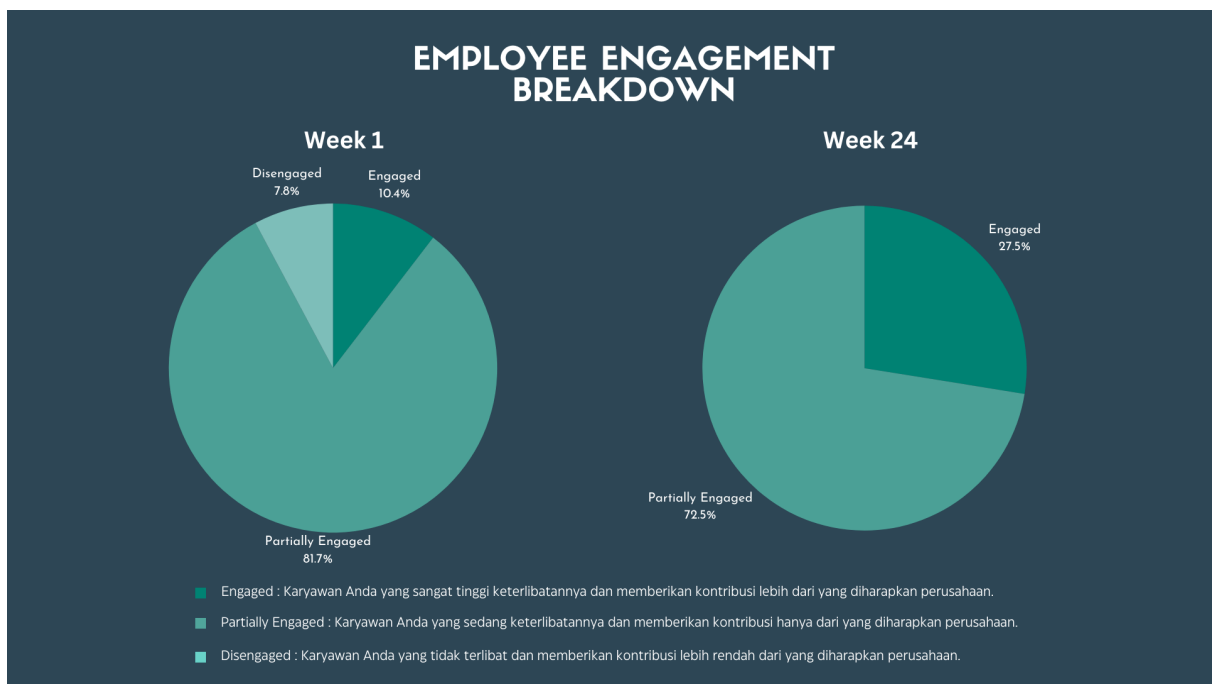
## **Outcomes**

1. All participants learned how to develop their leadership capability and problem-solving skills in managing people.

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2. The silo between departments and between branches was eliminated, and they learned to work together as part of one team.
3. New ideas were coming from all participants to increase their work efficiency.
4. The participants gained higher self-confidence in developing their capability.
5. Overall, employee engagement increased throughout the company.

Through the 24-week Engage & Empower program, the Employee Engagement Score at Margaria Group increased by 180% -- from 10% to 28% fully engaged.



## Testimonials

Video Testimonials on Youtube: [The Positive Workplace Client - Margaria Group](#)