

# Success Story:



## Client Profile

**Family-Owned | 1700 Employees | Founded 1918 | Neenah, Wisconsin**

As an award-winning industry leader in construction, Miron Construction Co., Inc. takes business beyond construction, and is committed to continuously growing a strong internal culture through sustainable people practices. Building from their original six “drivers,” the team sought support and guidance in best practices for the development and roll-out of elevated core values - ones that truly permeate everything they do -, followed by a consistent, effective practice for strategic planning that strengthens leaders and provides direction for all employees.

## humanworks8 Solution: Authoring Core Values

humanworks8 facilitated 13 Values Discovery Sessions with Miron team members, surfacing a sense of pride among participants across the organization. Five new core values and descriptions set the stage for elevating employee experiences around recognition, training and onboarding. The humanworks8 team worked alongside Miron to plan the values launch at the annual employee summit, co-presenting the unveiling.

- **Stay Grounded:** *Be authentic, lead with humility and recognize the needs of others. Care for one another and extend a helping hand wherever it's needed. Honor our history.*
- **Think Big:** *Learn from each experience, challenge historic thinking, continually seek a better way, and expand our capabilities.*
- **Rally Together:** *Get involved, respond with urgency and work as a team to get the job done. Leverage the strengths of each individual and overcome obstacles as one.*
- **Dig Deep:** *Bring the passion, keep moving forward, and stay focused on the results. Champion the competitive spirit, make the most of every opportunity, and stay hungry.*
- **Build Legacies:** *Deliver unmatched quality, create meaningful connections, and craft unforgettable experiences in everything we do. Capture what truly matters and find ways to inspire.*

Values were incorporated into various communication efforts, including internal channels such as the intranet, e-mail templates, signatures and employee swag, and external channels including the website, business cards and employee LinkedIn header images. The Miron Way employee training was overhauled with values as the foundation, and a new recognition program, “Recognize It,” launched to champion employees living the values. New hire orientation and onboarding was also elevated, creating a values-centric environment from Day 1.

## humanworks8 Solution: Strategic Planning

Within one year, humanworks8 was brought back to guide Miron’s leadership team from ineffective strategic planning methods to a new way that works for their unique needs. Within 90 days of being introduced to humanworks8’s “The Way,” all Miron departments had individual department strategic plans that complemented the company’s overall plan. With the capability and capacity to lead ongoing quarterly sessions, Miron took a “train the trainer” approach and learned facilitation best practices. humanworks8 continues to reinforce practices and reset the vision on an annual basis, and elevates leaders through intermittent coaching outside of strategy sessions.

## Outcomes

-  Authored organizational core values, descriptions and “Ground Rules”
-  Designed new employee recognition strategy and process
-  Elevated internal and external communications using values language
-  Created new employee onboarding and training experiences
-  Introduced, facilitated and trained on new strategic planning methodology



“The team at humanworks8 truly became an extension of the Miron family. We were thrilled with the results not only because they so artfully captured what drives our organization, but because they worked so closely with our employees to articulate them.”

-Jen Bauer, Sr. Vice President,  
Marketing & Culture



Let humanworks8 support your journey. Schedule time to connect.