



FINANCIAL INDUSTRY CASE STUDY

Workplace Challenge

Like many companies in 2015, local banking saw drastic changes in the labor force, which had a significant impact on their industry. Core to their organizational growth and delivery of exceptional customer experience is the ability to attract and develop associates. One local Wisconsin bank committed to creating a culture of learning in alignment with their values and providing the right tools for their associates to be successful.

Goodwill Customized Training Solution

To support this commitment, the bank collaborated with Goodwill to strengthen employee engagement, performance, and retention through an enhanced New Hire Onboarding Program. While the bank already had a strong orientation program, focusing on the technical and process knowledge needed for grounding new hires in their business, Goodwill augmented this orientation by adding a two-day Work and Life Skills curriculum to draw out the essential competencies in each new team member. Topics included were Communication Skills, Emotional Intelligence/Self-Awareness, as well as Professionalism and Accountability in the Workplace.

Goodwill worked with the bank to create and implement a Train-The-Trainer model that assisted with expansion of the program to five markets.

Training Outcomes

- The bank's turnover in the first 90 days of employment has been cut in half, from 27% to 14%.
- In the areas of learning, growth and ability to perform, employee engagement scores increased in all areas.
- Training team job satisfaction and performance scores increased as they mastered new tools and techniques to support the professional development of all associates.
- Since inception, the bank reports that 671 associates have completed training, including 417 new hires and 254 current associates.



With over 95 years of experience in workforce development, Goodwill is a leader in work and life skills training essential to employee and business success.

For more information, contact Julie O'Malley at (414) 847-4264 or jomalley@goodwillsew.com

