



# ottobock.

## Retaining talent through engagement and development

**The challenge: Deploy an easy-to-use, cost-effective employee engagement and manager development solution to provide a talent retention edge in a highly competitive economy.**

Ottobock was founded in Germany in 1919 by Otto Bock, a prosthetist, who transformed the way prosthetic limbs are made. His vision of restoring mobility to those who have lost limbs lives on today in a global company of more than 5,000 employees serving customers in 100 countries. In 1958, Ottobock established its North American headquarters in Minneapolis, Minnesota, adding a branch in 1978 to serve the Canadian market. In 2014, the North American headquarters were relocated to Austin, Texas.

The company's culture is built upon an unwavering commitment to its customers who depend on its innovations to help make them more mobile and active. This time-tested culture derives its enduring strength from the clinicians, researchers and others who collectively are Ottobock. However, retaining highly skilled talent in a U.S. economy that is virtually at full employment presents extraordinary retention challenges.

Employees in today's economy have so many job opportunities from which to choose, which challenges employers to seek innovative ways to help reinforce their employees' personal connection with the business.

Catherine Davis, director of human resources for Ottobock Operations North America, recognized the crucial role of employee engagement and manager development in the company's overall talent management strategy. The question was: how difficult would it be to put in place the best available solution the company could afford?

"We didn't have a 360-degree engagement and development solution, but knew we needed one," said Davis. "One day we participated in an ADP webinar that highlighted the importance of engagement and development. They went on to feature their Compass employee feedback and manager development tool, and it all clicked. We told ADP we wanted to test it out and have been using it ever since."

### Company Vitals



<b>Name</b>	Ottobock
<b>Industry</b>	Prosthetics and Medical Devices
<b>Employees</b>	Approximately 500 in North America
<b>NA Headquarters</b>	Austin, Texas
<b>Business solution</b>	Compass® powered by ADP®
<b>Learn more about Ottobock:</b>	<a href="http://www.ottobockus.com">www.ottobockus.com</a>

**"The key to Compass is its confidentiality and anonymity that build employees' trust and participation."**

**Catherine Davis**  
Director of Human Resources NA Operations,  
Ottobock

**compass®**  
powered by **ADP**

## The action: Ottobock chose Compass® powered by ADP®.

ADP's Compass engagement and development solution enables Ottobock to improve employee engagement through anonymous feedback, reporting and coaching to empower its managers by strengthening their leadership skills and complementing the company's existing talent management strategy.

Through secure and confidential email communications, Compass enables direct reports and other stakeholders to provide anonymous and confidential feedback to managers on their leadership style, behaviors and habits. Leaders receive a personalized and confidential assessment report and an automated coaching track, with highly focused suggestions for improvement, delivered via weekly emails over eight weeks. Coaching content is determined by the feedback gathered from each manager's team. "I love the fact that the coaching is personalized and done in a nonthreatening way. Managers have the ability to opt out and come back to their survey later," she added.

"Compass surveys are short, require little time to take and provide good confidential feedback that helps managers and the organization to improve," said Davis. "The key to Compass is its confidentiality and anonymity that build employees' trust and participation. We are seeing increased awareness among employees and managers, based upon our high participation rates."

## The impact: Employee engagement is robust, and managers see benefits from acting on employee feedback. Ottobock now has a solution in its toolkit to help improve employee retention in a U.S. economy in which full employment has upped the ante for successful talent retention.

The deployment of ADP's Compass is showing demonstrative results for Ottobock.

"The most important thing is that our employees see the value in Compass. That's the basic building block. They trust its confidentiality and are using it to provide anonymous feedback to their managers. That's a critical step toward improving things that matter to them," said Davis.

Participation by Ottobock's managers consistently exceeds the industry average. "Our most recent Compass leadership round had a **74 percent participation rate** with coached items seeing a **+10 percent improvement**. Compass is clearly helping our leaders to develop," Davis added.

On a broader note is the added value that Compass brings to the overall retention picture. "In today's economy, there is a continuous need to be competitive in everything you do – including managing talent," said Davis. "A solution like Compass is critical because it helps you to listen to your employees, develop your leaders and do it all in a very confidential environment. All of that counts when employees, who are increasingly mobile are deciding where they want to work."

For other employers who are in the market for an employee engagement and manager development solution, Davis has a message. "You're simply not going to find anything quite like Compass in the marketplace. It's a first-class tool. It is reasonably priced and gives world-class capabilities to organizations of all sizes. By itself, Compass is a phenomenal tool. The ADP support team that backs it up makes Compass even more phenomenal."

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Director of Human Resources NA  
Operations, Ottobock

## ADP – Always Designing for People®

At ADP, designing a better way for people to work, with the help of decision-quality data and easy-to-use solutions like Compass, is at the heart of what we do. For Ottobock, it provides a competitive edge in talent management, with confidential feedback from employees that helps company managers to be better leaders.

#WorkingFor – helping people to be the best they can be.

Learn more about Ottobock:  
[www.ottobockus.com](http://www.ottobockus.com)



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for People™