

Generating a Global Quality Mindset

For FMC Technologies, a global provider of technology solutions to the energy industry, failure is not an option. Small lapses in quality can create major operational delays and ultimately affect rig crew safety. Led by the president and CEO, FMC embarked on a quality transformation to instill a Quality mindset in every employee.

THE RESULTS



20% (EST.) PONC*
REDUCTION
*PRICE OF NON-CONFORMANCE



75% OF EMPLOYEES AT
COMMITMENT EVENTS



150,000 IQ
INTRANET HITS

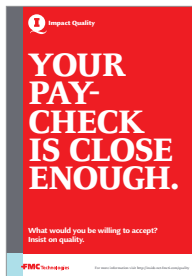
BUILD AWARENESS OF QUALITY AS AN ABSOLUTE

Before positive changes could start, employees needed to know Quality is a serious issue. In collaboration with FMC, we developed a communications plan to build awareness, educate and engage employees worldwide in the Quality journey. The ultimate goal was lofty: to establish a global Quality mindset.

ENGAGE EMPLOYEES IN QUALITY IMPROVEMENT

FMC needed a transformation — improved Quality processes and a mindset shift so that every employee was thinking of quality first in their day-to-day work. Our ongoing internal communications helped them manage the change, keeping Quality top-of-mind and engaging employees in the Quality dialogue.

HOW SAVAGE MADE QUALITY THE PRIORITY



PERSONALIZING THE MEANING OF TRUE QUALITY

To build awareness of Quality, we released tongue in cheek teaser headlines to express the idea that “good enough” is not enough. Phrases like, “Your paycheck is close enough” reminded employees that less than perfect work was no more acceptable to FMC than it was to them personally. Additional messaging hit the “Five Absolutes” of quality, which defined quality as something measurable: meeting requirements with zero defects and ultimately creating customer success.

PUTTING EACH EMPLOYEE IN A QUALITY MINDSET

Our overarching concept, Impact Quality signifies that each employee impacts Quality at FMC. We feature images of actual FMC employees with headlines like “I Inspire Quality” and “I Instill Quality.” The campaign inspires employees to see how they are responsible for owning Quality. The flexible high-level messaging allows for customization and localization — no employee is left out.

REINFORCING NEW QUALITY PROCESSES

Working with a global communications council, we released communications strategically to build growing, ongoing information and updates about Quality. Materials include facility signage, a company-wide “meeting-in-a-box,” employee training, promotional items, an Intranet microsite, case studies, articles, executive videos and a global Quality day. The success is tangible; employees have led more than 200 Quality-related projects and improved Quality processes roll out continually.

