

**YOUR
PAY-
CHECK
IS CLOSE
ENOUGH.**

**SECOND-
HAND
INFO IS
RELIABLE
ENOUGH.**

**YOUR
AIRBAG
SHOULD
DEPLOY
ON
IMPACT.**

**THIS
LOCK
MAY BE
SECURE.**



**Impact
Quality**

**THESE
DOORS
OPEN
MOST
OF THE
TIME.**

**THIS
COM-
PUTER
MIGHT
CRASH.**

**“Good
enough”
is not
ever
enough!**

**THIS
WATER
MAY BE
CLEAN.**

**I MAY
NOT
KNOW
WHAT
I AM
SAYING.**

**HOW
CAN I
WASTE
YOUR
TIME?**

**AM I
EQUIPPED
FOR THIS
JOB?**

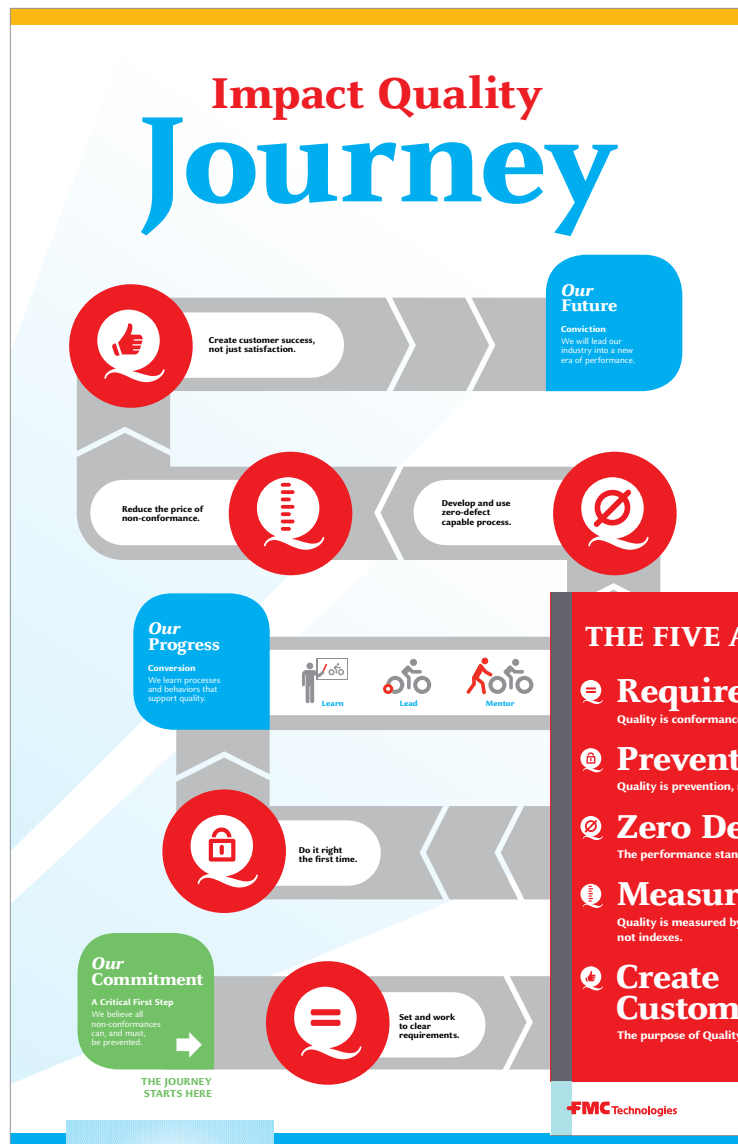
**YOUR
CAR
MIGHT
NOT
STALL.**



Savage Study: FMC Technologies

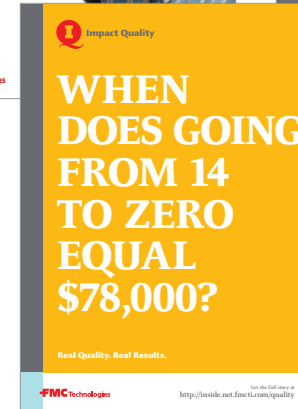
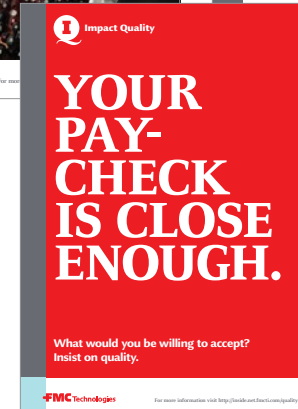
Generating a Global Quality Mindset

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.



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. Ongoing internal communications helped them manage the change, keeping Quality top-of-mind.

Posters & Case Studies



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

Putting Each Employee in a Quality Mindset

Our overarching concept – Impact Quality – signifies that each employee impacts Quality at FMC and masterfully aligns it with the notion of IQ at a mindset level. Featuring images of actual FMC employees with headlines like “I Inspire Quality” and “I Instill Quality,” the campaign emboldens employees to see how they are accountable for owning Quality. The flexible messaging platform allows for customization and localization – no employee is left out.

Tangible Success

Employees are part of the Quality dialogue – leading more than 200 Quality-related projects as improved Quality processes roll out continually.

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.



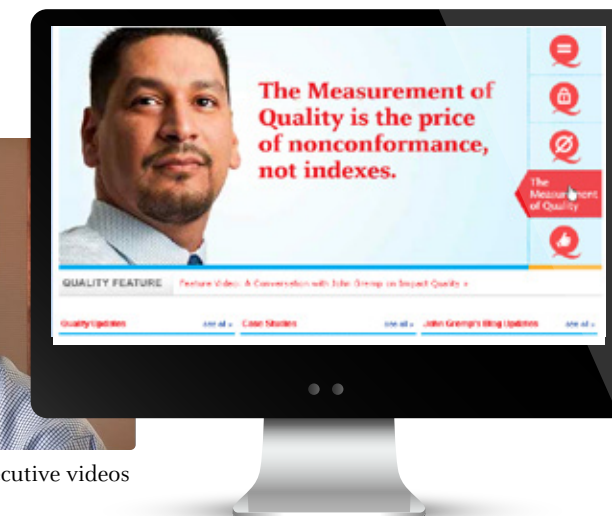
Iconography



Screensaver Rotation



150,00 IQ intranet hits on executive videos



2013
Celebration of Commitment

75% of employees at commitment events