



# Zephyr Industries

## Project Axius

### Employee Engagement Strategy

Engagement Defined	Goal Clarification	Outcomes Qualified	Drivers Determined	Actions to Take	Tools and Measures
<ul style="list-style-type: none"> <li>▪ Project team members act like entrepreneurs</li>   <li>▪ Team members demonstrate intellectual understanding of the business and program strategies</li>   <li>▪ Team members demonstrate emotional commitment to ensure program success</li>   <li>▪ Team members are respected for their contributions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Innovative thinking</li> <li>▪ Entrepreneurialism</li> <li>▪ Continuous Improvement</li>   <li>▪ Business/project literacy</li>   <li>▪ Involvement</li>   <li>▪ Individual and workstream contributions communicated</li> </ul>	<ul style="list-style-type: none"> <li>▪ Team members use innovation and best practices to develop Axius's new technology</li>   <li>▪ Team members understand the efforts of each workstream on the project and how they contribute to project development</li>   <li>▪ New team members develop a general understanding of the aviation industry and internal/external factors which affect it</li>   <li>▪ Team members provide feedback and input throughout the project</li>   <li>▪ Leadership recognizes and rewards team members for positive behaviors and successful results</li> </ul>	<ul style="list-style-type: none"> <li>▪ Program leadership</li> <li>▪ Managers</li> <li>▪ Benchmarking</li>   <li>▪ Communications team</li> <li>▪ Education/Training</li> <li>▪ Project team members</li>   <li>▪ Open work environment</li> <li>▪ Listening opportunities</li> <li>▪ Advisory committee</li>   <li>▪ Recognition and rewards opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Communicate/celebrate milestones</li> <li>▪ Provide Continuous Improvement training</li> <li>▪ Communicate best practices and innovations made by team members</li>   <li>▪ Implement Board Deck discussions</li> <li>▪ All-Team Meetings</li> <li>▪ Implement Lunch &amp; Learn program</li> <li>▪ Develop newsletter articles</li> <li>▪ Create leadership presentations</li> <li>▪ Revamp New Hire Orientation Process</li> <li>▪ Skip-level lunches</li> <li>▪ Quarterly skills-building sessions</li> <li>▪ Monthly manager newsletter</li> <li>▪ Onboarding sessions</li>   <li>▪ Newsletter advisory board</li> <li>▪ Implement focus groups</li> <li>▪ Skip-level lunches</li> <li>▪ Messaging meetings</li>   <li>▪ Star of the Week program</li> </ul>	<ul style="list-style-type: none"> <li>▪ Milestone accomplishments</li>   <li>▪ All-Team survey               <ul style="list-style-type: none"> <li>A) 85% score on questions related to business and project strategies</li> <li>B) 85% score on questions related to workstream efforts</li> </ul> </li>   <li>▪ New Hire survey:               <ul style="list-style-type: none"> <li>A) 85% score on questions related to industry knowledge</li> <li>B) 85% score on questions related to business and project strategies</li> </ul> </li>   <li>▪ Focus group: 90% positive feedback regarding employee input to project and open work environment</li>   <li>▪ Pulse Survey: 85% score on questions related to involvement and listening opportunities</li>   <li>▪ Continued involvement of staff in the program</li> </ul>