

CASE STUDY

MEGHAN VITAL

Lewisville, Texas

Frontline Communication & Culture Transformation

EMPLOYEE LISTENING THROUGH FOCUS GROUPS

I conducted focus groups across multiple plants to understand why employees felt disconnected from communication. Meeting with teams in their work areas helped me gather honest feedback about barriers, gaps, and what they needed most. These insights guided every improvement that followed.

FROM CHALLENGES TO TRIUMPH

What began as communication gaps and low visibility became an opportunity to rebuild connection and trust. By simplifying updates, increasing access, and aligning communication channels, employees gained clearer information and stronger engagement.

THE CHALLENGES

- Felt disconnected from corporate updates
- Could not attend long town halls
- Unable to use personal devices on the floor
- Communication too long or complex
- Felt unseen and undervalued
- No consistent communication channel
- Limited visibility into business priorities

STRATEGIC RESPONSE

- Created quick, digestible updates
- Installed digital screens for visibility
- Added GEMBA board flyers and infographics
- Launched quarterly "What You Need to Know" digest
- Simplified language for clarity
- Built relationships with HR and plant leaders
- Held monthly cross-site communication calls

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RESULT

Improved Employee Engagement

Plant employee engagement increased by 35 percent on the next survey, reflecting stronger trust, clarity, and connection among frontline teams.

Stronger Communication Alignment

Frontline employees gained clearer visibility into business updates, leading to more consistent understanding and fewer communication gaps across locations.

Enhanced Workplace Morale

Employees reported feeling more valued and included, supported by accessible updates, storytelling spotlights, and more meaningful interaction with leadership.

CONCLUSION

This initiative shows how listening to employees and designing communication around their needs can transform culture. By creating clear, accessible messaging and consistent connection points, the company strengthened trust, improved morale, and built a communication model that continues to support frontline teams.

