



CASE STUDY | **LENSCRAFTERS**

The nation's No. 1 optical
retailer relied on Compendium
to communicate the spirit
of the company's Vision and
Values to 10,000 employees.



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INCORPORATED

LensCrafters

Creating an Employee Feedback process and a “Core Values Book” to inspire, educate and motivate 10,000 LensCrafters employees.

SITUATION:

LensCrafters is the nation’s No. 1 optical retailer. Their employees are united around an inspiring Vision (“We will be the best at helping the world to see.”) and a set of Core Values that guide and define their unique service culture. This culture is a competitive advantage that distinguishes LensCrafters from all others in the minds of consumers.

Getting all LensCrafters employees “on board” with the spirit of the company’s Vision and Core Values is management’s top imperative. To ensure this goal, LensCrafters challenged Compendium to create a cost-effective program that would: 1) Communicate the Vision and Values to all 10,000 employees. 2) Solicit personal feedback on the Vision and Values from all employees. 3) Showcase the feedback and celebrate the employees.



Vision Book

Feedback Card

Inspiring Window Cards

SOLUTION:

The typical employee survey results in a 15- 20 percent response. But Compendium created a unique “Feedback Card” that not only communicated the Vision and Values, but resulted in a 96 percent response from 10,000 employees surveyed! Employees were asked to write “what our Vision and Values” mean to me in 100 words or less. When 9,660 hand-written Feedback Cards arrived at LensCrafters Headquarters, they were photographed on a huge “Vision Hall of Fame” wall for the com-

pany newsletter. To showcase the feedback and celebrate the employees, Compendium created a hardbound 128-page LensCrafters “Vision Book.” The book, entitled “Because of You,” combined a demographic cross-section of 200 of the most compelling employee responses with inspiring quotations on Vision from renowned leaders. A copy of the book was distributed as a New Year’s kick-off to all employees at “Town Meetings” throughout the company.



Employee Desktop Calendar



Manager's "Vision Communication" rollout kit.



RESULTS

LensCrafters President Dave Brown called it the "most meaningful program we have ever presented to our employees." Plus it was accomplished at a fraction of the cost of the previous program. Employees whose quotes were included in the book were featured in a "Vision Video" shown throughout the company. The book was reprinted, and copies were used as company recruiting aids for the next four years.

To find out more about Compendium's innovative employee communication programs go to www.work-inspired.com