

# How Williams Company Empowered Employees and Improved Communication



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**Founded:**

1920

**Headquarters:**

Orlando, FL

**Number of Employees:**

~125

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**Summary:**

Williams Company, a 100-year-old general contractor, successfully completed a 5-month Bundle Pilot Program to prove the impact that employee training programs could have on their organization. By focusing on soft skills and providing 1:1 training, Bundle helped Williams improve employee engagement, enhance individuals' skills, and create positive organizational impact for future growth.

**The Company:**

Williams Company is a century-old general contractor based in Orlando, Florida, specializing in commercial construction projects. With a workforce of approximately 125 employees, the company operates in various sectors, including education, retail, multifamily, and industrial. During an interview, we connected with Collen Small, HR Director, and Tera Savage, HR Business Partner, to review the company's experience with Bundle.

**The Challenge:**

Williams Company has a long history of success in the construction industry. However, as the company continued to grow and evolve, employee development became a pressing concern. They faced several challenges in developing their people within their fast-paced construction environment. Traditional training methods like on-demand videos and in-person sessions, were ineffective in meeting the diverse demographics and needs of their people.

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*"Soft skills were the biggest thing our employees were lacking, and we uncovered that in our new performance review process" said Colleen Small, HR Director at Williams Company. "We looked at our LMS that we were providing and knew it wasn't getting used. It had all this stuff, but nobody was really using it."*

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## Employee Development Challenges Included:

**Time Constraints:**

Construction projects often have tight deadlines and unpredictable schedules, making it essential that training times and locations are flexible and accessible.

**Diverse Learning Styles:**

Based on an internal survey conducted, Small and Savage knew they had individuals with varying learning preferences and backgrounds, making it challenging to deliver effective training that all employees could use.

**Executive Buy-In:**

Allocating resources for employee development can be a challenge for companies, especially in competitive industries like construction. While they had full support for this initiative, they knew securing investment for a new method of training would be a challenge.

The Solution:

Williams Company implemented a **5-month Pilot Program** to assess Bundle's effectiveness. Their HR team took a proactive approach by taking the skill sessions themselves, familiarizing themselves with the Bundle platform, evaluating the curriculum, and promoting employee engagement.

“We were immediately drawn to Bundle's personalized approach. I think the fact that employees got the one-on-one training without having to leave the office was helpful. You don't have to worry about travel time or anything like that.”

Tera Savage - HR Business Partner

Pilot Program Overview:

Fifteen learners were divided into two groups based on their roles and development needs. The curriculum was tailored for each group to their specific challenges and role requirements. Employees completed the following sessions over a 5-month period:

Group 1:	Group 2:
Project Engineers, Assistant Project Managers, and Project Managers	Senior Project Managers and Superintendents
<ul style="list-style-type: none"><li>• Effective Communication</li><li>• Building Strong Team Dynamics</li><li>• Managing Stress in the Workplace</li><li>• Problem Solving</li><li>• Productivity and Organizational Skills</li><li>• Critical Thinking</li><li>• Resilience Leadership</li><li>• Conflict Resolution and Management</li><li>• Executive Presence</li></ul>	<ul style="list-style-type: none"><li>• Elevate Emotional Intelligence</li><li>• Coaching and Feedback</li><li>• Collaboration for Success</li><li>• Motivating People for Performance</li><li>• Managing Change</li><li>• Productivity and Organizational Skills</li><li>• Developing Yourself and Others</li><li>• Cultivating Success</li><li>• Executive Presence</li></ul>

“We appreciated the flexibility and scalability. That’s a big part of what is attractive about it.”

Colleen Small - HR Director

## CASE STUDY

### The Results:

Bundle's **Pilot Program** played a significant role in helping Williams Company find a sustainable and impactful way to develop their employees. By addressing specific challenges and providing tailored support, Bundle enabled Williams to see the following results:

- **Increased Employee Engagement:** The personalized nature of Bundle's approach led to increased employee satisfaction and motivation. *"The benefit of what directly they learn is part of it, but we also experienced first-hand the appreciation for the personal investment we made into our people."* - Colleen Small - HR Director
- **Improved Communication Skills:** Participants reported significant improvements in their communication and interpersonal skills.
- **Positive Organizational Impact:** The overall impact of the program on the company's culture and performance was positive, as evidenced by improved teamwork, increased productivity, and enhanced customer satisfaction.

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*"The employee who finished the program first was one of our Assistant Superintendents. He loved it and got a lot from it. He actually got a promotion during this process. I'm not going to say it was 100% because of the training, but the fact that he was engaged in continuous self-development was a big part of it."*

Colleen Small - HR Director

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### Session Ratings on a 5-Star Scale:



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#### Feedback from a Williams Company Learner:

*"I really enjoyed this lesson with Brad since it was so closely related to what we do at any organization. I was impressed with some of the takeaways for principles of management and structuring your communication to stakeholders. I also learned to reflect on my habit loops to ensure I am being as productive as possible."*

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### The Future:

Through this pilot, Williams Company successfully gained executive buy-in to expand their use of Bundle to additional employees. The company is also leveraging data analytics from Bundle, as well as their own surveys to identify future training needs and ways to continuously improve their employee training program.

As Williams Company continues to grow and evolve, employee development will remain a top priority. The company is committed to providing its employees with the tools and resources they need to succeed in their roles and contribute to the company's long-term success.