

CUSTOMER SUCCESS STORY

Align and Grow: A Blueprint for Success



THE CHALLENGE

Upon stepping into the role, Worksoft's new CEO, backed by a visionary PE firm, identified a pivotal opportunity for growth within the company. Recognizing the untapped potential of Worksoft, previously comfortable with its single-product focus, the CEO initiated a bold transformation. This strategic shift aimed to navigate through the challenges of a pandemic-impacted business environment and leadership transitions, moving towards a diversified product offering and a comprehensive approach to connective automation. The goal was clear: to evolve Worksoft into a more dynamic, innovative, and collaborative organization, fully leveraging its potential to lead in the industry.

THE SOLUTION

Worksoft engaged E Equals Why to design a comprehensive Program aimed at fostering a High Performing Culture titled "Align and Grow." This initiative kicked off with the articulation of strategic goals, the formation of a champions group to secure organizational commitment, and the launch of various employee engagement initiatives focused on Performance Management, Innovation, Inclusion, and Learning. Central to this effort was a leadership development framework, featuring the E3 Leadership Bootcamp, E3 Team Building Workshops, and E3 Leadership Practice. These elements provided a unified set of terminology and tools for the leadership team to enhance collaboration and lead change effectively.

BENEFITS

Worksoft's transformation fostered a culture of innovation and growth, enhancing product quality and company performance. Through the implementation of a cascaded OKR system and the creation of innovation pods, Worksoft achieved remarkable improvements in employee engagement and operational efficiency, securing its competitive edge in the industry.

ABOUT

Worksoft provides Connective Automation for the world's leading global enterprises, automating the full lifecycle of a business process from process discovery to testing to RPA. Their codeless test automation empowers business users and IT to accelerate automation and arms organizations with process data insights to prioritize automation efforts and extend the value into RPA for maximum efficiency and scalability. With Worksoft, enterprises can speed project timelines and ensure data-driven quality for their complex end-to-end business applications.

INDUSTRY

- Technology

GEOGRAPHIES

- United States

SIZE

- >200 Employees

TONY SUMPSTER

Chief Executive Officer
Worksoft



"E Equals Why offered crucial expertise and practical assistance to help us meet our objectives. Their role was pivotal in offering direction, establishing governance and accountability, focusing on key actions to secure results, and maintaining flexibility to adapt when necessary."