



## Executive Summary

In a highly competitive world with increasing transparency and significant influence by millennials, employee expectations are changing fast. There is much more emphasis on the end-to-end employee experience; which includes a productive, engaging and enjoyable work experience. By focusing on their most important asset, their associates, American Honda is proactively shaping their corporate culture to be one that emphasizes employee engagement, development and overall positive employee experience.

## Challenge

Employee engagement can have significant impact in a results-driven organization. Any improvement in engagement results in better teaming, collaboration and ultimately in a higher-performing and more competitive organization.

The risk of low engagement is that it leads to higher, unwanted turnover, lower customer satisfaction and poor overall performance. American Honda's management and HR leaders realized there were associate engagement issues within important segments of the business that were causing gaps in productivity and performance. They knew through their associate engagement research that career development was a key driver of associate engagement, and that a one-size-fit-all approach would not deliver the results they needed or expected. American Honda embarked on an ambitious and innovative initiative to bring career development opportunities to previously undeserved associates across the business. The company brought in Humantelligence as a lead partner for their new Career Series program.

*"Humantelligence offers a unique, powerful and easy-to-use suite of solutions that enables Honda to deploy associate engagement, development and people management practices".*

**Angelina Iyamah-Wilson**

Manager, Organization Development | Inclusive Practices

## Approach

Since 2012, Humantelligence has been assisting American Honda in building and reinforcing a culture of associate engagement and development at all levels of the organization. American Honda uses Humantelligence's cloud-based Talent Portal to power career development programs for field and front-line associates which have historically been difficult to serve. While also using Humantelligence as part of new-hire orientation, the company has been able to reduce unwanted associate turnover.

The Humantelligence Self-Assessment and personalized Talent Profile enables American Honda associates to quickly uncover their internal motivators and behavioral strengths, to then follow tailored actions that unleash their full potential. Other Humantelligence Engagement tools such as the HT Feedback System are helping to change the dialogue around performance management and is gaining traction with millennial associates.



## Results

As a result of partnering with Humantelligence and deploying HT's cloud-based software, American Honda has made significant progress in both increasing associate engagement and tapping into the company's internal talent pool like never before.

In recognition of the success of these efforts, Humantelligence was **nominated for the American Honda Premier Partner Award in 2015, 2016 and now in 2017**. This prestigious honor recognizes suppliers that provide exemplary service. Humantelligence's performance was recognized in the areas of quality, delivery and innovation.



*This award recognizes a select few suppliers each year that have embraced the Honda philosophy of exceeding customer expectations. We look forward to continuing our partnership with Humantelligence and recommend their products and services.*

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## About Humantelligence

**Humantelligence** is the leading cloud-based recruiting and culture analytics platform that leverages break-through behavioral science and people analytics to measure team culture and to help companies hire for culture fit and predictive performance.

Humantelligence is headquartered in Miami, FL, with offices around the world and tens of thousands of users.

To learn more about Humantelligence visit our website **[www.humantelligence.com](http://www.humantelligence.com)** or follow us on Facebook, Twitter (@humantelligence) and LinkedIn.