



Boost  
Employee  
Productivity

with  
Real-Time  
Metrics



When we refer to “Business Impact” in these workshops, it’s no secret that we’re usually referring to long-term impact, maybe over the course of a quarter or even several. It takes some time, generally speaking, to see out-of-this-world results.

That’s why our latest BIW is so cool: At Angiodynamics, a northeast-based medical device manufacturer, installing digital signage sparked a near-immediate employee response, completely revolutionizing their production floor.

We sat down with production manager Lucas Sauer-Jones and IT service desk team lead Larry Dellinger to discuss how customizing their digital signage displays led to incredible changes in the team’s day-to-day operations.

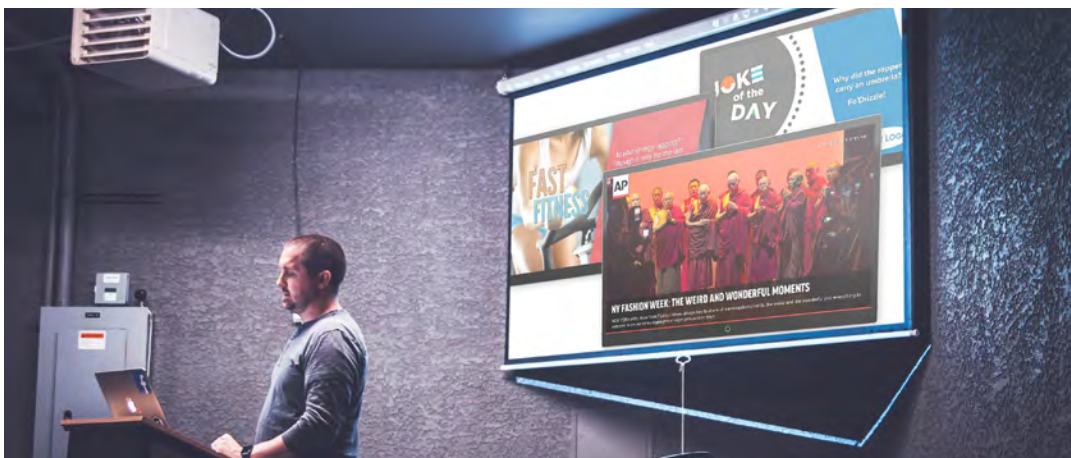
# It's Time to Pass on Paper

For Lucas, who joined Angiodynamics with a background in military work, a really structured and fine-tuned approach to production is key. That kind of attentiveness requires, well, attention -- and Lucas quickly realized that pages upon pages of black text weren't holding anyone's.

"I started putting these paper charts in front of them, showing the metrics, showing the problems -- they weren't really engaged with it all," he said. "I partnered with Larry here: *How do we make these more [engaging]?*"

The answer? "Put them on a TV screen. Put the metrics on there."

Upon that realization, Angiodynamics began collaborating with Industry Weapon. While it was important to showcase those metrics, a dull screen of blinking numbers isn't exactly captivating. Lucas' question was, "How do we mix it up a little with content so they actually look at the screens?" Well, that's an answer we're well-equipped to give. Our team builds daily pieces of content -- jokes, news briefs, trivia, you name it -- that seamlessly folds in with custom Angiodynamics information.





“Trust me, your jokes of the day -- a little corny, but they work!” Lucas said. “They start talking, they’re encouraged to look at the next one ... It’s not just about the numbers, it’s also about the company, it’s about the community.”

Listening to employee feedback helped Lucas and Larry figure out a content strategy that really resonated. In fact, one of the early hiccups is that the team was watching the screens so often, they wanted fresher, more frequently-updated stuff. Adding video footage also boosted internal appreciation for the signage.

“People are informed, which is awesome to see,” Lucas said.



# Color Me Happy

Lucas relies heavily on color-coordinated charts that clearly define production progress, whether it's by day, week or quarter. You probably use similar charts yourself: Green shows positive pacing, yellow's in the middle, red means things are falling behind.

Those charts, simple as they are, provide the answer to the most frequent question Lucas hears from his employees:

Why am I still working?

"The biggest question we get on the floor is, Why am I on overtime?" Lucas said. But when those red/yellow/green charts are easily visible by everyone on the floor, they can see the exact answer: We're on overtime because we're still in the yellow, but we're almost green. And once they hit it, "they get to go home. It's all in their control."



Some companies try to achieve this with a big whiteboard and markers. The problem? It's not in real-time, which makes each minute feel that much slower. And also, "I don't have great handwriting," Lucas admitted. You just can't beat a nice, clean font.

Think about it: The most effective supervisors have full knowledge of what their staffers are doing, why they're doing it, and how long it's taking. They're often the only ones on the floor who have the complete picture. When all employees have that complete picture thanks to real-time metrics, they can figure out how to best work together to reach shared goals. And they can go home sooner. Everybody wins.



# Ramp Up That Healthy Competition

Ideally, all employees who take pride in their work will feel a bit of competition against similar businesses. That's not the type of competition we're talking about. We're talking about on the floor, day-to-day, in a way that makes work feel unexpectedly fun and worthwhile.

"What's really nice about these screens is we cater to each production line, so we had competition between those lines," Lucas explained. "Why are they green and we're red?" The natural instinct to outperform others led to increased productivity, all the way into the green, until it would become "We're 105%, they're 110%!"





And for Lucas, that was something to celebrate. Incentives like pizza parties and other occasional perks add fire to the good-natured competition. It's great for employees, managers and the overall business itself.

Initially, all of the screens were identical. That's why it's so important to open the lines of communication with employees and figure out what kind of content would be most useful for them. After Lucas and Larry did so, they realized the screens needed to be customized by team.

"They really drove that conversation," Lucas said. "They did recommend better jokes." (Noted.)





# Internal Product Promotion Isn't An Ego-Stroke

Yes, there's a fine line when showcasing your own products to your employees. You don't want them to feel like you're marketing to them, trying to convince them to spend their paychecks on the same company that wrote them. However, in many cases, visually showing employees what they're working toward can be deeply motivating and assuring.

That's especially true at a company like Angiodynamics, where the products employees are building on the floor will ultimately help save other people's lives.

One tool that treats patients with cancer is difficult to visualize until it's actually in action. "We put a video up there of how it helps patients and what the device actually does, and it motivates [employees] to work faster because they know that if we're behind on schedule, that's a person," Lucas said. "What they do in the plant -- they might be doing something with a tube, something miniscule, but at the end of the day, it's going into a person's body and helping that person."

The same ideology can likely fit your own organization, no matter what kind of work you do. In some way -- we hope! -- it's helping people. Showcase that! Your employees deserve to see the external benefits of their hard work.



