



Case Study: myBlueprint.ca

How myBlueprint.ca used motivationWorks to support employees and strengthen their culture in the time of COVID-19

Summary of Success and Key Results



As a company committed to genuine care for their employees, myBlueprint used motivationWorks

platform to measure the employees' most important needs, listen to their experiences, and see quantitative data and customized recommendations showing where to give focused support.



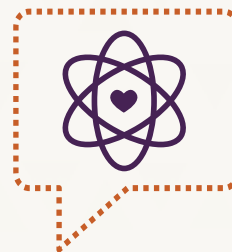
Because managers used the motivationWorks recommendations to support employees'

psychological needs for autonomy, mastery, and relatedness in 2019, myBlueprint built resilience and trust across the company at a time when everyone needed it most.



Specifically, need support from leaders for basic psychological needs helped drive positive outcomes for

myBlueprint, as employees reported strong increases in loyalty and commitment to the company.



Need support provided through motivationWorks resources also buffered against the negative

effects of the challenging pandemic, with vitality and motivation remaining stable and job satisfaction improving.



In 2019, myBlueprint used motivationWorks to gather their first high-resolution picture of the key experiences that drive well-being, engagement, and performance. By measuring how basic psychological needs for autonomy, mastery, and relatedness were being fulfilled and supported in a brief 7-minute survey, motivationWorks was able to give customized feedback and support to every employee across their organization.

This laid the groundwork for an empowering culture building effort that actively supported everyone with insights and prescriptive actions that matched their needs.

It also provided a baseline “blueprint” of myBlueprint’s culture prior to the COVID challenges that would come next.



How motivationWorks helped myBlueprint remain a bedrock of employee support during COVID-19



Every one of us is well-acquainted with the unprecedented demands and stress of COVID-19, both on our organizations and on each of us personally. Feelings of uncertainty, stress, and threats to safety have been compounded by an abrupt shift to remote work and physical isolation. Data show that [wellbeing levels have hit historic lows](#), and [burnout rates have soared](#) during the pandemic, to such a degree that they are likely to persist long after the crisis passes.

Interestingly, many organizations sidelined their employee engagement efforts during COVID – showing that they perceived their systems as an unhelpful burden during difficult times, rather than a system for critical support. myBlueprint, however, knew that it was more important than ever to be listening to employees and giving them the support they needed.

Empowered by the measurement, insight, and action tools in motivationWorks, myBlueprint launched a round of employee experience measurement in May 2020 – during the heart of COVID – as an expression of their commitment to employee care.

motivationWorks gave myBlueprint the practical tools it needed to bring this care to life in three important ways:

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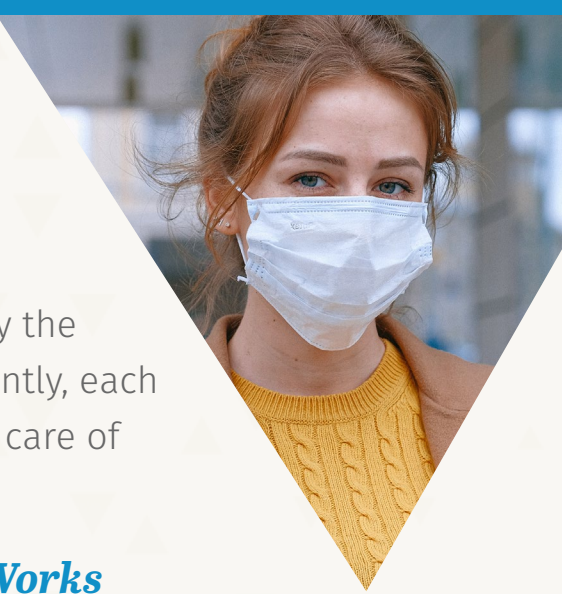
motivationWorks measures the employee experiences scientifically proven to build resiliency and create the high-quality motivation that serves as an anchor for well-being, vitality, and engagement during good times and bad. By focusing on support of basic psychological needs for autonomy (personal agency and endorsement of one's tasks), mastery (feeling competent and seeing clear paths for growth), and relatedness (a sense of connection to others and feeling that one matters), motivationWorks armed myBlueprint with a clear roadmap for providing critical supports in the areas that mattered most to their people.

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motivationWorks then generated a customized report not only for leaders, but for every individual employee in the organization, providing targeted insights matched to specific needs. This allowed each person to effortlessly see exactly what they could do to support themselves and their co-workers.

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In addition, motivationWorks took on the burden of “what do I do now?” by providing clear and practical recommendations to each manager and employee. At a time when everyone is feeling overloaded, motivationWorks gave everyone empowering recommendations tailored to their specific needs — allowing them to quickly build an action plan from prescriptive actions that can easily be put in motion immediately to support, inspire, and empower.



Armed with these insights,

everyone at myBlueprint was well-equipped to identify the specific challenges employees were facing. As importantly, each person was empowered to participate in taking better care of themselves and each other.

During the heart of the pandemic, motivationWorks empowered care and resiliency in three key ways:

Key Result 1:

motivationWorks recommended actions empowered managers to put care into action by supporting the core needs of their teams

During an intensely challenging global crisis, motivationWorks provided leaders at myBlueprint a clear plan of action with targeted recommendations to support well-being and resilience. By monitoring how key needs for autonomy, mastery, and relatedness were fulfilled and supported across myBlueprint, it was clear leaders were using and benefitting from motivationWork's recommendations and coaching.

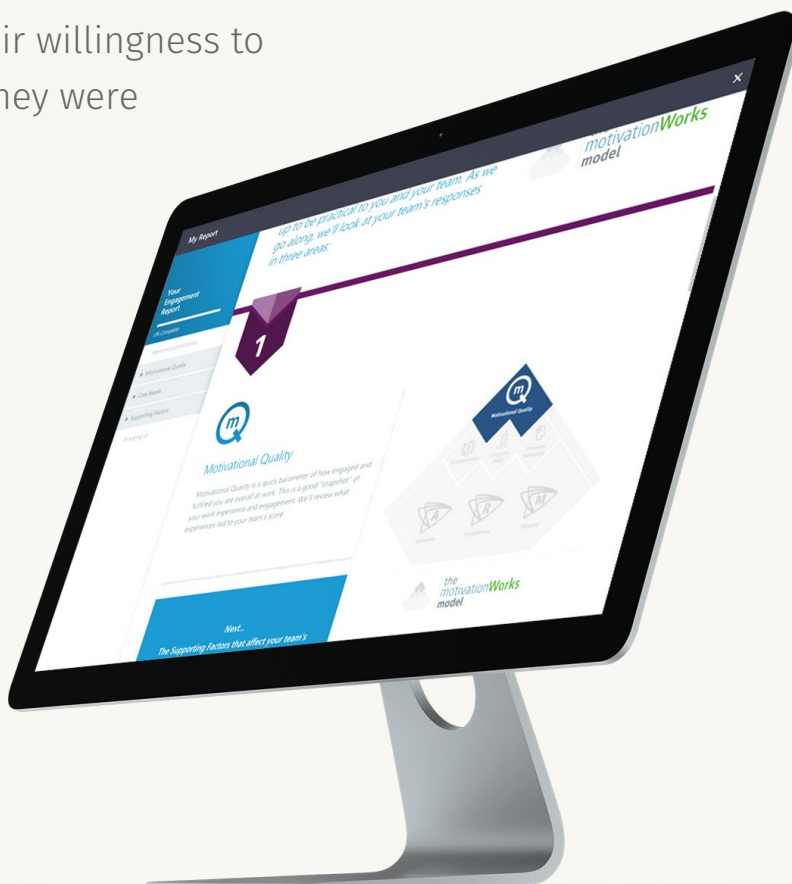
Alongside the stress of the pandemic, data showed that employees felt an increase in managerial support for autonomy, mastery, and relatedness to help them through. This directly built resilience and support when it was most needed.

In short: myBlueprint showed its people what genuine care looks like in action, and saw quantitative impact on the employee experience as well as other positive impacts across the organization.

Key Result 2:

motivationWorks empowered everyone at myBlueprint to drive positive outcomes across their culture

Because the motivationWorks platform enabled focus and effective action for everyone, myBlueprint improved important organizational and talent outcomes even amidst COVID's challenges. Through its individual employee reports and support tools, motivationWorks enabled everyone to feel both heard and included during a time of stressful isolation and uncertainty. The platform's recommendations and action planning helped myBlueprint fulfill their commitment to their people in practical, tangible ways, creating a deeper loyalty to the company. Specifically, during COVID employees reported both increased trust and a remarkable 64% increase in their willingness to stay with myBlueprint, even if they were offered a job for more money.



Key Result 3:

Need support from managers helped build resilience against the negative effects of the pandemic

While most organizations are reporting increases in stress and burnout, myBlueprint's commitment and support for employees through the motivationWorks platform enabled them to be a port in the storm for their people. Rather than experiencing decreases in engagement, energy, and motivational quality during the pandemic, myBlueprint employees' engagement and vitality remained stable from pre-COVID levels. In fact, even with many new demands, including the forced shift to remote work, job satisfaction actually increased by 3% across the company.

Why? Because there is [unmatched evidence](#) showing that when the foundational needs of the motivationWorks model are supported, people are more resilient to stress and challenges. The platform enabled myBlueprint to put their people first in a practical and measurable way, and saw the great results of their commitment first hand.

Conclusion

myBlueprint has always had a commitment to putting people first. By partnering with motivationWorks, they were equipped with exactly the right tools for measuring, monitoring, and taking collective action to make support for employees' needs a reality. They demonstrated true best practices for how to take care of both their people and their business, even in a time of crisis. Through the science of care that infuses all of the tools in the motivationWorks platform, myBlueprint was equipped to support their people at a time when they needed it most and in the ways that matter most. This level of care and support, in turn, fostered positive increases in company loyalty and trust, and helped inoculate against the negative impacts of the pandemic on motivation and engagement.

About myBlueprint.ca

myBlueprint is a leading education technology company and developer of career/life planning software and digital portfolio tools for K-12 schools and post-secondary institutions.

myBlueprint's tools allow students to document their learning, register for courses, explore education and career options that match their interests, and so much more. By using these comprehensive resources, students learn more about themselves, the different paths they can take, and are empowered to make the most informed decisions about their future. Founded in 2005 as a university research project, myBlueprint has grown year after year and is now used in 6,500+ schools supporting more than one million students.

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motivationWorks helped us measure the employee experiences that really matter and discover new insights about what's happening with our people – both before and during the pandemic. Most importantly, the platform helped us translate those insights into action to give our employees the best support during this time of challenge and change. We are thrilled with how the personalized recommendations helped spark meaningful conversations between leadership and employees, leading to strong increases in their loyalty and trust in the company, as well as building greater resilience. motivationWorks allowed us to strengthen our team before we weathered a crisis, and will allow us to continue to build on that strength as we go forward.

— Gil Silberstein, CEO

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About motivationWorks

motivationWorks integrates the leading science of Self-Determination Theory into a software platform proven to build strong cultures of engagement and empowerment. It measures the core experiences that matter most for employee engagement, well-being, and high-performance cultures through a simple, confidential survey that takes employees only minutes to complete.

Our platform empowers everyone with insightful data analysis linked to actionable feedback. It's the only platform that scalably delivers customized reports and action plans not only to leaders, but also to front-line managers and employees. All with evidence-based recommendations and coaching that drive real change.

Contact us today for a demo, for more information, or to request an additional reading list of empirical studies showing the power of Self-Determination Theory in the workplace.

Contact Us