

Catalyzing through Collaboration

Getting the Most BANG for Your Engagement Buck

Catalyzing through Collaboration...What Does It Mean?



Sharing employee activation ideas that...

- ★ Add value to employee's lives
- ★ Low cost, high impact
- ★ Attainable and repeatable
- ★ Focus on collaboration across various initiatives

About Whirlpool



OUR VISION: to be the best kitchen and laundry company, in constant pursuit of improving life at home.



 **\$22 BILLION**
in sales in 2021

 **69,000**
employees

 **>\$1 BILLION**
investments in capital
and R&D centers annually

 **54**
manufacturing
and R&D centers

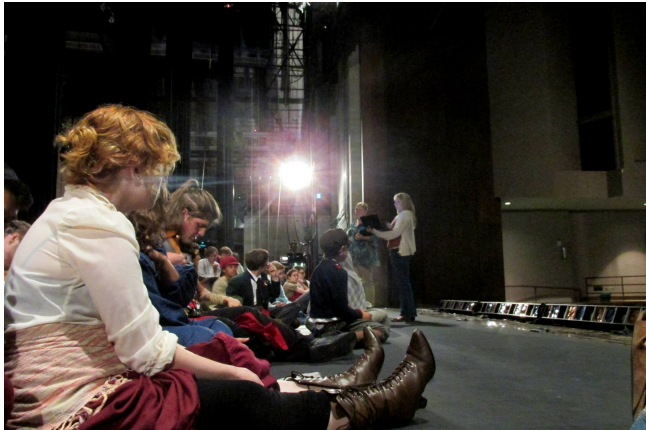
    

WHIRLPOOL CORPORATION'S STRONG GLOBAL, REGIONAL AND LOCAL BRANDS

* Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas

About Me: Emily Kirchner



- Have been at Whirlpool Corp. for 9 years in Corporate Comms
- Previously with United Way
- Married with two small children: Vivienne (4) and Sammy (1)
- Active in the community; serving on boards for Rotary Club of St. Joseph-Benton Harbor and Southwest Michigan Symphony Orchestra and on planning committees for Lake Michigan College and Berrien Community Foundation galas
- Hobbies include aerial yoga, reading, bird watching and floating in my pool
- In another life...Miss Emily, Choreographer of Youth Theatre

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Employee Experience is FOUNDATIONAL

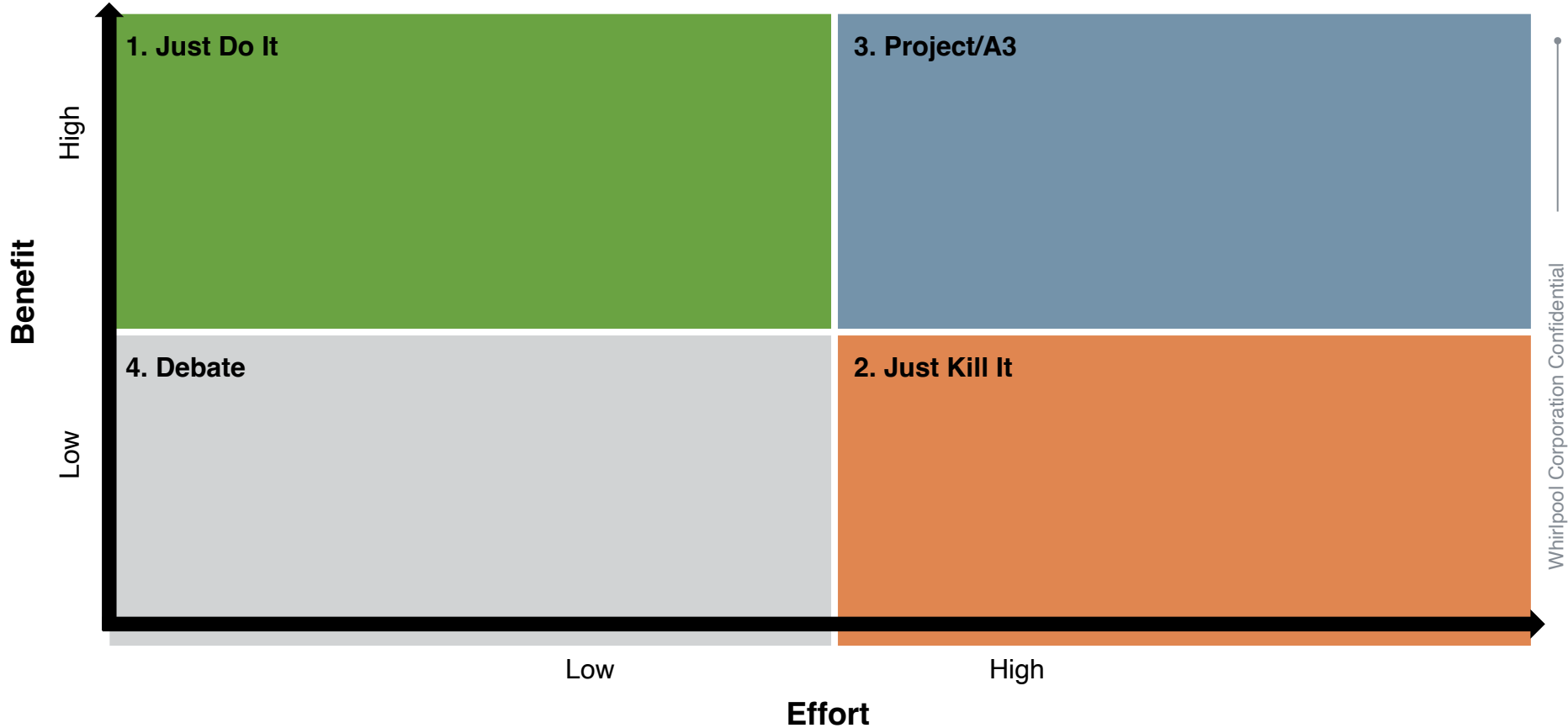
Results Pyramid



“Leaders often **make the mistake of working only the action layer of the pyramid**. They create new action plans, new policies, new procedures, new organization structures — **in hopes of transforming results** — *only to find that nothing has really changed in the way people think.*”

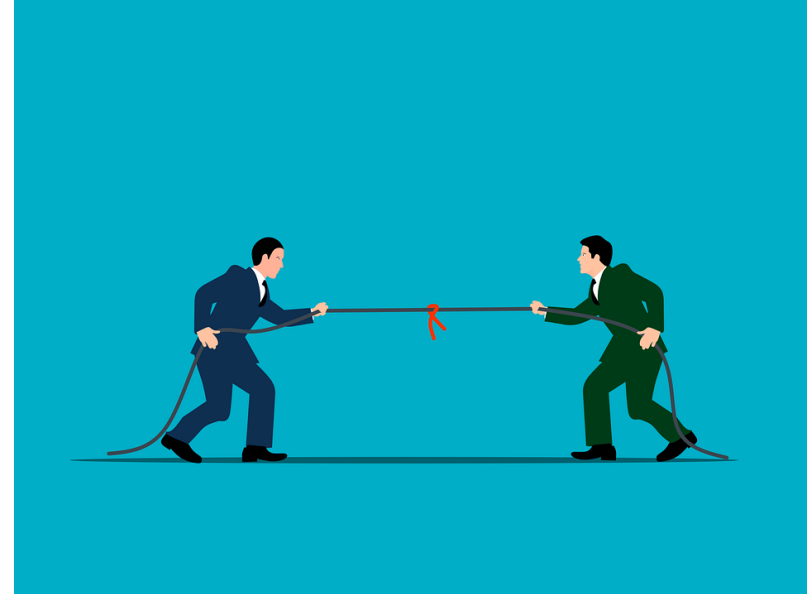
“Leaders who **tap into the hearts and minds** of their employees and paint a compelling picture of success give their teams something to hold onto and to work towards. The proof is in the numbers.”

Benefit-Effort Grid



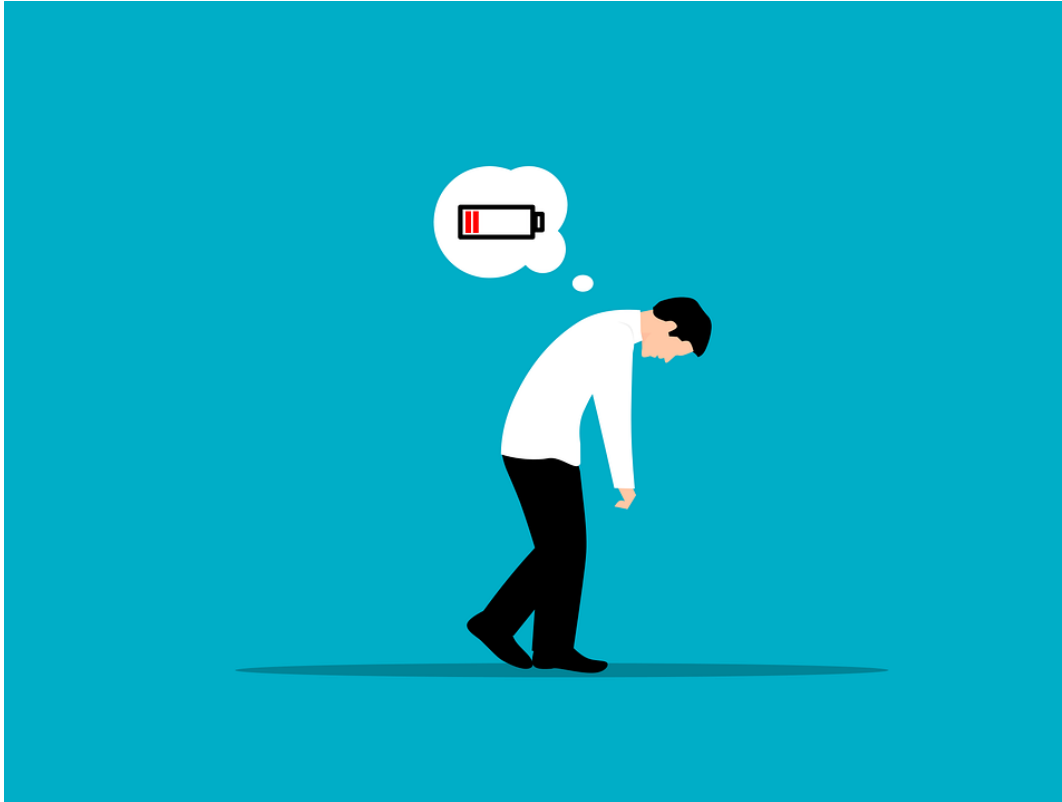
Does this Sound Familiar?

We need to **DO MORE WITH LESS!**



My project/campaign/initiative is **THE MOST IMPORTANT THING!**

So, What Do You Do?



- When budgets are slashed.
- When employees are stretched thin.
- When priorities are competing for “air time.”

Yo Stop, Collaborate and Listen



Show me the examples!



Project Examples: Care is Magic

Whirlpool®
Every day, care.™

Inspired by the magic of
Disney's Encanto?

Enter for a chance to win an
**Encanto swag bag or Disney
Park Tickets for 4!**

Read on for details.



Goal: Connecting employees with our brands (both Whirlpool and Yum!), driving connection to cooking, family and diverse cultures.

ARTICLE / COOKING STORY

Cooking Up the Magic of Encanto

Our recipes inspired by Disney's all-new musical comedy take us deep into the mountains of Colombia, where magic is everywhere — especially in the kitchen. In collaboration with Disney.

 Yum!
Posted Nov 1, 2021





Project Examples: Care is Magic



Goal: Connecting employees with our brands (both Whirlpool and Yummly), driving connection to cooking, family and diverse cultures.

Targets:

- Brand Awareness
- Connection to Our Products
- Remote Employee Engagement
- Support Vision of “Improving Life at Home”
- Reinforce Use of Internal Newsreader

Outcomes:

- ★ Over 6,300 viewers of #CareIsMagic content over Dec 2021-Jan 2022
- ★ Successfully drove traffic to Yummly app
- ★ Supported awareness for Whirlpool brand collaboration with Disney
- ★ Easy-to-execute activation

What Do You Think?



- Does this add value?
- Is it repeatable in your organization?
- Does it inspire any similar ideas?
- Any questions on this specific project?

Project Examples: May is Maytag Month (MiMM)



Twin City Tour



- ★ Riverview atrium takeover
- ★ Traveling MiMM bar with giveaways
- ★ Maytag Man standees



NAR Employee Engagement

- ★ Maytag Monday - weekly activities; focus on product & sharing MiMM
- ★ Comment on article to be entered into a drawing for swag



Project Examples: May is Maytag Month



Goal: Providing employees with brand education and encouraging advocacy while connecting with both an in-person and virtual audience....and capitalizing on an opportunity for **shenanigans**.

Targets:

- Brand Awareness
- Employee Advocacy
- In-person Employee Engagement
- Plant Employee Engagement
- Reinforce Use of Internal Newsreader

Outcomes:

- ★ Maytag Monday posts were the top commented posts for Q2 across the whole platform with strong participation among plant employees
- ★ May is Maytag Month external post the most shared post for Q2 across the whole platform
- ★ 100% of Maytag Tag participant survey respondents rated the experience as good or very good
 - 93.8% reported that it encouraged movement around the building
 - 81.3% said it encouraged getting to know new people
 - 93.8% are excited to play again next year

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Project Examples: Riverview Engagement Team



Whirlpool Farmers' Market

Tues, 8/23 | Riverview

Tues, 9/13 | GHQ

Thurs, 10/6 | Riverview



11:00 AM - 3:00 PM

A dozen local growers/makers set up shop over lunchtime to provide an opportunity for employees to buy fresh fruits and veggies (and more) and get to know the local community a little better. Partnered with our Health Coaches to share seasonal recipes from Yummly and KitchenAid Small Appliances to demo stand mixer attachments.



Goal: Providing an employee experience that adds value to their daily life and supports connection to:

- Community
- Colleagues
- Brands
- Business Initiatives

With minimal budget...

Outcomes:

- ★ After pilot, additional events scheduled and expanded to other buildings.
- ★ Very low cost to execute.
- ★ Overwhelmingly positive feedback from employees.
- ★ Great opportunity for local vendors to showcase their business.
- ★ Supported several black, veteran, trans, and women-owned businesses, supporting efforts of our Racial Equality Pledge.
- ★ Brought a liveliness and sense of energy to the building.

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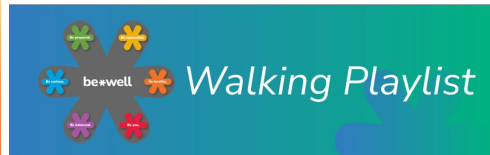
Project Examples: #OneWhirlpool Walking Challenge



Our Goal: 102,690,675 steps / 45,640.3 miles!

Be*Well Breaks

Calm your **mind**.
Restore your **energy**.
Focus your **attention**.



#OneWhirlpool
WALKING
CHALLENGE



#OneWhirlpool
WALKING
CHALLENGE



Project Examples: #OneWhirlpool Walking Challenge



Goal: Get employees up and moving as part of a collective effort to raise money for our United Way campaign.

Targets:

- Employee Engagement
- Be*Well Initiative
- United Way Campaign
 - CEO role on UWW Board
- Lakeview Campus Walking and Mountain Bike Trails

Outcomes:

- ★ Over 1,000 employees participated with 4,200 total step submissions.
- ★ Employees walked a total of 244,501,357 steps or 108,667.27 miles (more than two laps around the globe, hitting WHR locations along the way).
- ★ All eligible locations participated.
- ★ \$100,000 donated to local UW campaigns based on step participation (\$1,600-\$44,500 amounts).
- ★ Great team-building activity with over a dozen teams submitted more than a million steps each.
- ★ Raised awareness about WHR global footprint.
- ★ Shared resources about the health benefits of walking.
- ★ Positive employee feedback.
- ★ Media coverage; driving corporate reputation!

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Matrix the Activities with Priorities

Activity	Priority 1: Wellness	Priority 2: RTO Culture / Engagement	Priority 3: Productivity / Continuous Improvement	Priority 3: Annual Giving Campaign
Idea 1	X		X	X
Idea 2	X	X		
Idea 3		X		X
Idea 4		X	X	

Any Questions?



Let's Connect!



Bring Your Talent Home

Emily Kirchner (She/Her)
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Stevensville, Michigan, United States · [Contact info](#)

Whirlpool Corporation
 Indiana University at South Bend

Emily Kirchner
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Emily Kirchner
@EmilyMKirchner

I work in communications for Whirlpool Corp. and am a proud Rotarian. My opinions are my own and do not represent the organizations with which I am affiliated.

<https://twitter.com/EmilyMKirchner>

emilykirchner546
Emily Kirchner

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735 Following 121 Followers 315 Likes

Living the mom life, corporate life, trying to do it all, life.

<https://www.tiktok.com/@emilykirchner546>



BENTON HARBOR, MICHIGAN

PERO (MILAN), ITALY

HONG KONG, CHINA

SÃO PAULO, BRAZIL



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