

Our Approach

See also <https://humanfirstworks.com/our-approach/>

At HFW we are deep believers that our success is directly related to our customer's success. Towards that end, we believe in understanding how our work impacts your work. We do this in a few different ways.

- We want to understand your goals and aspirations you have in working with us. Some form of this, if even covered in a quick discovery call, is part of every engagement.
- We combine trusted frameworks and customize them for you and your company. We design a tailored program / project with you based on your needs – pulling the best people, ideas, IP, and methodology available.
- We launch our project / program with you. We provide a detailed overview of the entire process – complete with dates and milestones. We walk alongside you to ensure that your goals are being met through innovative solutions.

Some of the common tools that we use for measuring success include, but are not limited to

- Employee Net Promoter Score (eNPS) – Great for cultural initiatives, Vision/Mission/Values work, strategy, and organizational design that should impact the entire team.
- Total Motivation (ToMo) score
- Team EQ score & 5 Dysfunctions of a Team – Great for team-focused work such as Team Charters
- 360 Feedback and [Professional Development Plans](#) are great for individual leaders who are developing

When we are doing both measurement and assessment, it's important to us that what we do integrates into what you already do. So if you are already measuring your culture with a tool like CultureAmp, 15Five or similar, we would encourage leveraging that and possibly finding small ways to bolster that to measure impact rather than introducing a new tool.

Helping us ensure you're satisfied

At Human First Works, we are deeply committed to the success and growth of your organization. Our goal is to empower your team, enhance your performance, and unlock your full potential. We are passionate about building meaningful relationships with our clients, and we are confident in our ability to deliver exceptional results.

Towards that end, we understand the importance of customer satisfaction to ensure we are delivering the best possible service and fostering long-lasting relationships. We value your feedback and have implemented a comprehensive, transparent process to measure customer satisfaction. Here's an overview of our approach

1. **Regular Check-ins and Feedback Sessions:** Throughout our engagement, we will schedule regular check-ins and feedback sessions with you. These sessions provide an opportunity for you to share your thoughts on the coaching process, discuss any concerns or questions, and offer suggestions for improvement. Your feedback will be invaluable in helping us tailor our approach to better suit your needs.
2. **Surveys:** We will periodically send you short surveys to evaluate your satisfaction with our services. These surveys will cover various aspects of our program, including the quality of our work, the relevance of the content, and the overall effectiveness of our approach. Your honest feedback will help us identify areas where we can improve and ensure that we continue to meet your expectations.
3. **Ending impact:** Towards the end of our engagement, we will be asking you about the impact for you and if applicable, your team members. These interviews and/or surveys will serve as an opportunity to delve deeper into your experiences and gather additional feedback. We'll discuss the outcomes of the engagement, the overall impact on you and your organization, and any areas where we can further support you and your company's growth and development.
4. **Optional - Performance Metrics Analysis:** To ensure that our engagement delivers tangible results, sometimes it is useful to link our work with specific metrics. If we agree to this together, we will monitor these metrics at an agreed-upon frequency. By analyzing these metrics, we can objectively evaluate the effectiveness of our engagement and its impact on your organization.
5. **Testimonials and Case Studies:** We encourage clients to share their success stories, testimonials, and case studies with us. Your stories not only help us understand the impact of our coaching on your organization but also serve as valuable insights for potential clients seeking to benefit from our services.

6. **Continuous Improvement:** We are committed to using your feedback to continuously refine our programs and ensure that we provide the highest quality service. We will regularly review and analyze the data collected through our customer satisfaction measurement process and implement improvements based on your insights and suggestions.

Your satisfaction is of paramount importance to us, and we are dedicated to delivering an experience that exceeds your expectations. By engaging in this transparent customer satisfaction measurement process, we aim to build a strong, collaborative relationship with you, and we look forward to your feedback.

Customer Guarantee

If all the work we've done to ensure you're satisfied fails to deliver, we back it up with our customer guarantee.

1. **100% Satisfaction Guarantee:** Your satisfaction is our top priority. If, at any point during our engagement, you feel that we have not met your expectations, please let us know, and we will do everything in our power to address your concerns. If we still can't meet your expectations, we'll refund commensurate with what you think is fair.
2. **Tangible Results:** We promise to deliver measurable improvements in your organization's performance. We'll set clear, achievable goals together and track progress to ensure that our coaching is making a real difference. If we don't see the agreed-upon results, we'll continue working with you at no additional cost until those goals are met.
3. **Customized Approach with standardized frameworks:** We recognize that every organization is unique, and that costs matter. This is why we leverage frameworks that scale AND tailor our programs to suit your specific needs and objectives. Our experienced team will work closely with you to develop a personalized strategy that aligns with your company's vision and goals and builds on top of best practices from across multiple domains.
4. **Expertise and Support:** We are committed to providing you with the highest quality coaching experience. Our team of dedicated professionals is composed of certified coaches with a wealth of experience in various industries. They are here to support you every step of the way, providing guidance, resources, and tools necessary for your success.
5. **Continuous Improvement:** We believe in the power of continuous growth and learning. As part of our guarantee, we offer ongoing access to resources to ensure your organization continues to thrive even after our program has concluded. Everything that we leverage will be yours to take and to customize so you can build upon it and make it yours.

6. **Confidentiality and Trust:** We understand the importance of trust and confidentiality in the coaching relationship. We assure you that all information shared during our sessions will be treated with the utmost discretion and will not be disclosed to any third parties without your explicit consent. We will keep your data secure. If there is anything that you need deleted permanently that is shared with us, please email us and we will take care of it immediately.

Customer Feedback & Product Development Process

New Framework Testing and Development

From time to time, we notice commonalities across projects that we've done with our customers and we develop new frameworks that we want to use with other clients. When we undergo this process, we like to gather a bit more information from you.

If we've done something similar with you, we want to incorporate your feedback on both how well this process worked and how it could have been improved.

If you are a part of the early testing, we will allocate extra time and resources both to make sure the project is successful and to gather feedback during the process. The majority of our clients find this extra attention to be incredibly valuable. This is at least in part due to the extra focus that they must put on thinking about the outcomes of the project and gathering input from other adjacent stakeholders tends to increase impact and buy-in of the project.

Even after we release a specific framework, we are always looking for ways to improve it. We will be asking questions about this in all of our surveys.

Related links

[Ethical Marketing Policy](#)