

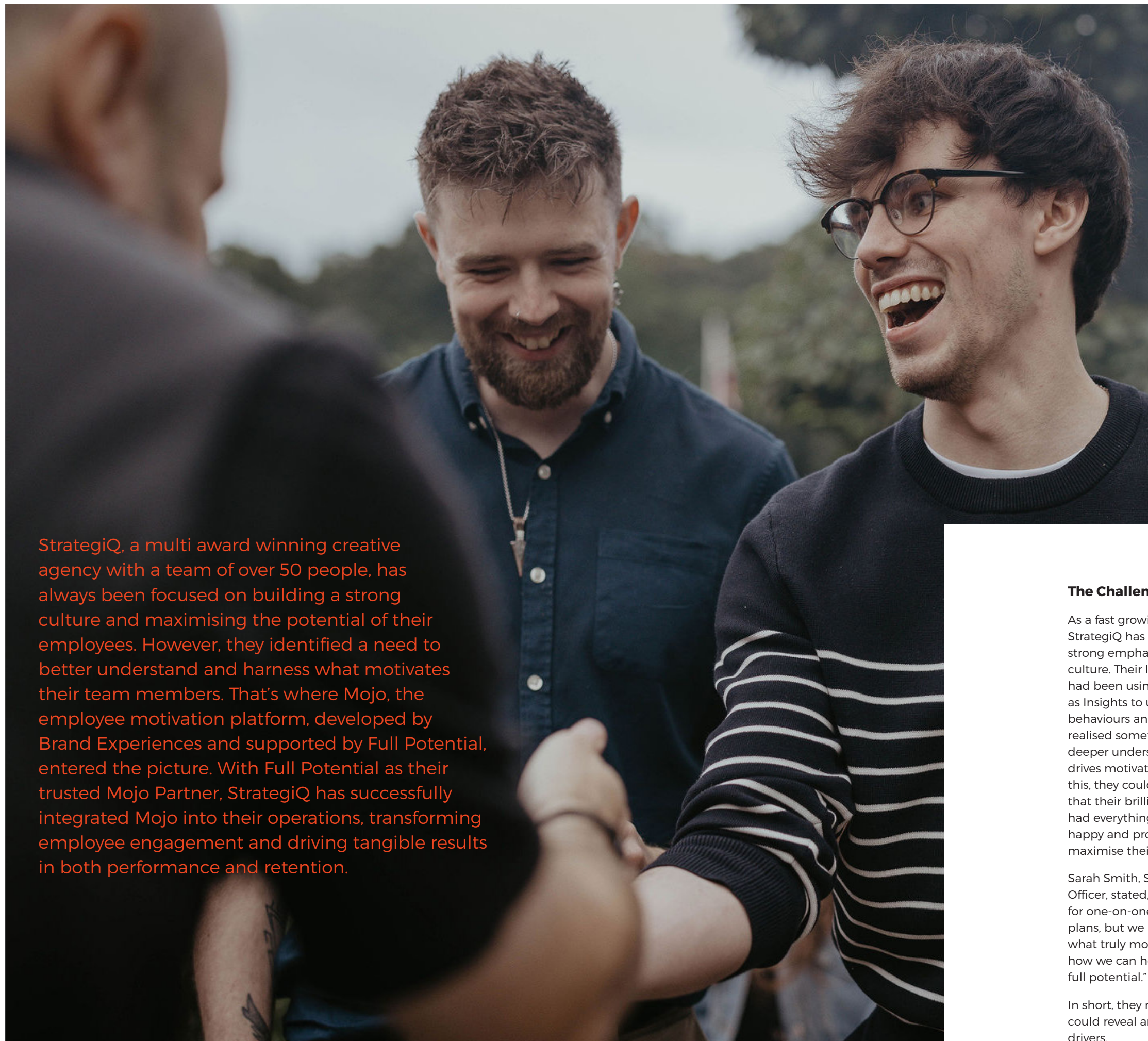


GROWTH

CASE STUDY

Team
Performance
and Employee
engagement
gets StrategiQ
with Mojo

mojo.®



CLIENT
StrategiQ

MOJO PARTNER
Full Potential

MOJO PLATFORM PROVIDER
Brand Experiences

StrategiQ, a multi award winning creative agency with a team of over 50 people, has always been focused on building a strong culture and maximising the potential of their employees. However, they identified a need to better understand and harness what motivates their team members. That's where Mojo, the employee motivation platform, developed by Brand Experiences and supported by Full Potential, entered the picture. With Full Potential as their trusted Mojo Partner, StrategiQ has successfully integrated Mojo into their operations, transforming employee engagement and driving tangible results in both performance and retention.

The Challenge

As a fast growing agency, StrategiQ has always placed a strong emphasis on people and culture. Their leadership team had been using various tools such as Insights to understand team behaviours and strengths but realised something was missing—a deeper understanding of what drives motivation at work. Without this, they couldn't fully ensure that their brilliant team members had everything they needed to be happy and productive at work and maximise their potential.

Sarah Smith, StrategiQ's Chief People Officer, stated, "We had great tools for one-on-ones and performance plans, but we lacked insight into what truly motivates our people and how we can help them realise their full potential."

In short, they needed a platform that could reveal and act on motivational drivers.

The Solution: Mojo

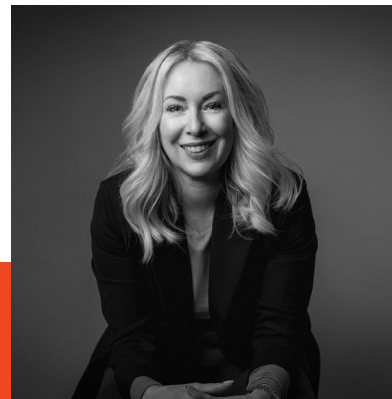
Mojo provided a perfect solution to fill this gap. Full Potential introduced Mojo to StrategiQ, explaining how the platform would help identify the motivators of individual team members, aligning personal motivations with business goals. StrategiQ had already cultivated a people-first culture, and integrating Mojo allowed them to take this a step further by adding a data-driven approach to understanding motivation.

Mojo's simple yet powerful interface gave StrategiQ leaders and team members insights into what drives individuals, allowing them to tailor coaching and performance plans accordingly. The platform became a key part of the agency's growth strategy, enabling better conversations around employee development and unlocking untapped potential across the team.

The impact

Mojo quickly became ingrained in StrategiQ's culture. Using the platform in quarterly reviews, the leadership team was able to understand not just the professional goals of their team, but also what motivates them on a deeper level. This led to improved engagement, retention, and performance across the organisation.

Sarah emphasised, "Mojo became a critical tool that allowed us to have conversations we might not have had otherwise. It's not just about performance—it's about uncovering the 'why' behind what motivates our team and helping them take the next steps in their career."



Sarah Smith
Chief People Officer
StrategiQ

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StrategiQ saw real-world impact through:

Improved retention: By ensuring that employees are consistently motivated and happy in their roles, Mojo helps StrategiQ to retain their best people and supports career development leading to long term engagements and progression. Employee retention is a key factor in achieving the company's future growth plans.

Increased performance: Motivated employees are more productive, have better mental health and provide a better service to clients and with Mojo's support for regular check-ins and continuous improvement, StrategiQ have been able to realise a performance boost and a compelling return on investment.

Engaged workforce: Mojo provided the opportunity to have meaningful conversations about both personal and professional motivations, building a culture of trust and empowerment. The insights and tools provided by the Mojo platform are driving a level of empathy and connection that gives StrategiQ a competitive advantage when it comes to attracting the talent it needs to deliver ambitious growth targets.

As Sarah added, "A simple demonstration of the power of Mojo came when it helped us to rescue two key employees by showing us that these individuals were in the wrong roles. We moved them to roles that matched their motivators, and both have excelled, with one now part of our leadership team."



Why Mojo and Full Potential?

StrategiQ credits the success of Mojo not only to the platform itself but also to the support they received from Full Potential. Full Potential worked closely with StrategiQ to ensure seamless integration of the platform into their culture, offering continuous guidance to maximise the impact.

With Mojo, StrategiQ now aligns its ambitious business goals with the personal motivations of its employees. The tool is so embedded in the company's operations that team members eagerly anticipate their quarterly Mojo reviews, helping StrategiQ become the destination agency for both clients and talent.



“I don’t think we would be in the position we are now as a business without mojo and it is proving to be a real differentiator in the recruitment and retention of our people.”

Conclusion

StrategiQ’s partnership with Full Potential and their use of Mojo has allowed them to enhance employee engagement, improve performance, and create a culture where people feel valued and understood. As a result, they continue to grow at a rapid pace, with Mojo as a cornerstone of their people strategy.

As Sarah concludes, “I don’t think we would be in the position we are now as a business without mojo and it is proving to be a real differentiator in the recruitment and retention of our people.”

It was therefore no surprise when StrategiQ were recognised by the Sunday Times as one of the ‘Best Places to Work in 2024’ as well as being featured in Campaign’s ‘Best Places to Work’.

For organisations looking to enhance employee motivation and retention, Mojo offers an invaluable solution, backed by the expertise of Full Potential, that can transform culture and drive success.



Superpower

Razor-sharp judgement

Expert

30

Searcher	26	Star	11
Defender	22	Friend	17
Builder	23	Director	9
Creator	22	Spirit	20



Superpower

Unrivalled wisdom

Spirit

29

Searcher	25	Star	23
Expert	14	Friend	17
Builder	24	Director	22
Creator	11	Defender	15



Superpower

Unwavering calmness

Builder

28

Searcher	18	Star	18
Expert	25	Friend	9
Defender	28	Director	14
Creator	20	Spirit	20



Superpower

Vibrant versatility

Expert

33

Searcher	17	Star	19
Defender	21	Friend	16
Builder	31	Director	7
Creator	22	Spirit	14



Superpower

Epic thoughtfulness

Creator

27

2_Searcher	26	2_Star	17
3_Expert	21	3_Friend	20
4_Builder	20	4_Director	8
5_Spirit	20	5_Defender	21



Superpower

Storyteller extraordinaire

Expert

29

Searcher	21	Star	21
Defender	26	Friend	13
Builder	19	Director	12
Creator	25	Spirit	14



Superpower

Creative exploration

Expert

36

Searcher	24	Star	11
Defender	18	Friend	18
Builder	20	Director	11
Creator	28	Spirit	14



Superpower

Kind-hearted

Spirit

34

Searcher	22	Star	23
Expert	9	Friend	12
Builder	32	Director	15
Creator	10	Defender	23



Superpower

Team-first leadership

Spirit

27

Searcher	24	Star	15
Expert	20	Friend	11
Builder	21	Director	18
Creator	22	Defender	22

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