

# Financial Decision Maker

## Case Studies

### Steelcase

#### Project: Understanding EVA at Steelcase

Steelcase had a problem. To tie its employee bonuses directly to the company's financial success, the company picked a bottom line performance measure called EVA. EVA – Economic Value Added – is a complex formula but put in plain terms, measures financial success that company managers and employees can mostly control.

Because of the complexity of the measure, company personnel viewed the new system with confusion, wondering if it was really a good deal or in their best interests as management insisted. *Understanding EVA at Steelcase* was a custom 3-hour training that put EVA in laymen's terms for the whole employee population at Steelcase.

## **Financial Decision Maker Case Studies**

After developing the program, our team trained Steelcase trainers to deliver it. The program was a huge success and was eventually delivered to a worldwide audience of over 10,000 Steelcase personnel.