



CASE STUDY

Recology Culture of Leadership and Ownership

When Recology was getting ready to launch a major initiative to expand both their business holdings and staff, they engaged a team of Praxis consultants to help them prepare to take on this challenge. For the growth strategy to be effective, the company needed to strengthen its ownership culture, and develop a cadre of leaders who could effectively manage new and expanding franchises.

Recology operating companies provide collection, recycling and disposal services to more than 600,000 residential and 60,000 commercial customers. An industry leader in recycling and composting, Recology is also the largest employee-owned company in the industry.



Organization Type
Employee-Owned, Waste Management/Recycling

Number of Employees
2000+

Client Since
2007

Website
www.Recology.com

Services Delivered
Customized Leadership Development
ESOP Communications and Education
Ownership Culture

Goals of Engagement

Clarify and re-energize the company's approach to communicating with employees about the ESOP.

Design and deliver entry-level and advanced leadership development programs that build leadership capacity among mid- and upper-level managers.

Through the programs, enhance business performance and align leadership practices with the company's ownership culture.

Results

Strengthened company's bench of leadership talent

Provided participants with essential new leadership knowledge and skills

Launched and implemented 13 new mission-critical initiatives for the company, including new services to reduce the waste stream, a new company-wide sustainability education program, a cost-benefit analysis of using renewable energy sources, and an expansion of the company's sustainability reporting process.

Increased participants' exposure across the company

Deepened understanding of company strategy

Developed among participants a network of peers from across the organization that can be leveraged to collaborate on future initiatives