



Case Study



Introduction

Sequoia Living had tried other culture efforts, including big names like Gallup, but still wasn't seeing the shift they needed. That changed in 2023 when they partnered with Drive. With a clear, proven approach, Drive helped them go beyond surface-level engagement and build a culture where leaders lead better and employees feel connected to the mission. If you're done guessing at what's not working, Drive gives you the clarity and tools to actually move the needle.

Outcome 1

Accountability doubled, from 16% to 32%, showing a 100% increase in ownership and follow-through.

Outcome 2

Resistance to change dropped from 9% to 4%, a 56% decrease, indicating a greater openness to improvements and new ideas.

Outcome 3

Confusion dropped by 23%, with fewer employees identifying it as part of the current culture.

Strategy

Assessments:

- **Culture Values Assessments (CVA):** Achieved Drive's World's Best Culture Distinction, improving their score from 80 (2023) to a record-high 90 (2024). This was the highest ever recorded among Drive's clients, showcasing their dedication to continuous improvement.
- **Leadership Team Values Assessment (LTVA):** Drive assessed the leadership team dynamics, focusing on enhancing their collaboration and impact.
- **360 Assessments and Coaching:** Nearly 60 leaders participated in a 360-assessment to deepen self-awareness, with many electing to participate in Emotional Intelligence coaching.

Employee Engagement and Development:

- **On-Site Focus Groups:** Drive led in-person and virtual focus groups to gather employee experiences and insights.

- **Leadership Retreat:** An in-person retreat helped leaders agree on core values, define key behaviors, and plan how to bring them to life across the organization.

Implementation and Ongoing Support:

- **Culture Committees:** Drive provided training and resources to help communities create Culture Committees, with team members focused on implementing culture goals based on assessments and leadership input.
- **Ongoing Consultation:** Weekly strategy sessions with Sequoia Living leadership provide tailored support to address challenges and stay aligned with cultural goals.

In Their Words

*“As CEO, I embraced the process fully, and the result has been nothing short of transformative. The newfound energy and clarity that now permeate our organization underscore an essential truth: **culture work is not a luxury; it is vital.** Denise and her team of culture crusaders proved to be exceptional partners, guiding us with unwavering passion and expertise.
~ Sara McVey, President and CEO~*

Key Takeaways

Sequoia Living was already a strong organization, but they knew “good” wasn’t good enough. They wanted to go further, with a culture that truly reflected their values and inspired their people. That’s where Drive came in. With the right assessments, leadership development, and weekly strategic support, they didn’t just see improvement, they **hit record-breaking culture scores, deepened leadership alignment, and saw stronger engagement across the board.**

These results didn’t happen by chance. They happened because Sequoia Living stopped guessing and started using a proven, data-driven approach. If your organization is ready to move beyond surface-level efforts and get real, measurable culture results Drive can get you there!

Ready to Transform Your Organization?

If you’re looking to achieve similar results, Drive can help! Let’s start the conversation today.

[Book an Appointment with Drive](#) to start realizing powerful outcomes in your own organization!