

REFINING AN ALREADY POWERFUL CULTURE



Topgolf’s internal culture has been a strength for years, they just needed help with their follow through



CHALLENGE

Topgolf’s motto, encapsulates the company’s family-oriented culture. In the same way, a typical family would, the firm advocates for each of its employees to encourage, help, and support one another. Topgolf creates a one-of-a-kind environment in which workers may grow professionally while being true to themselves. Despite this, they had difficulty in getting its message and strategic beliefs across to its Team Members..

INSIGHT

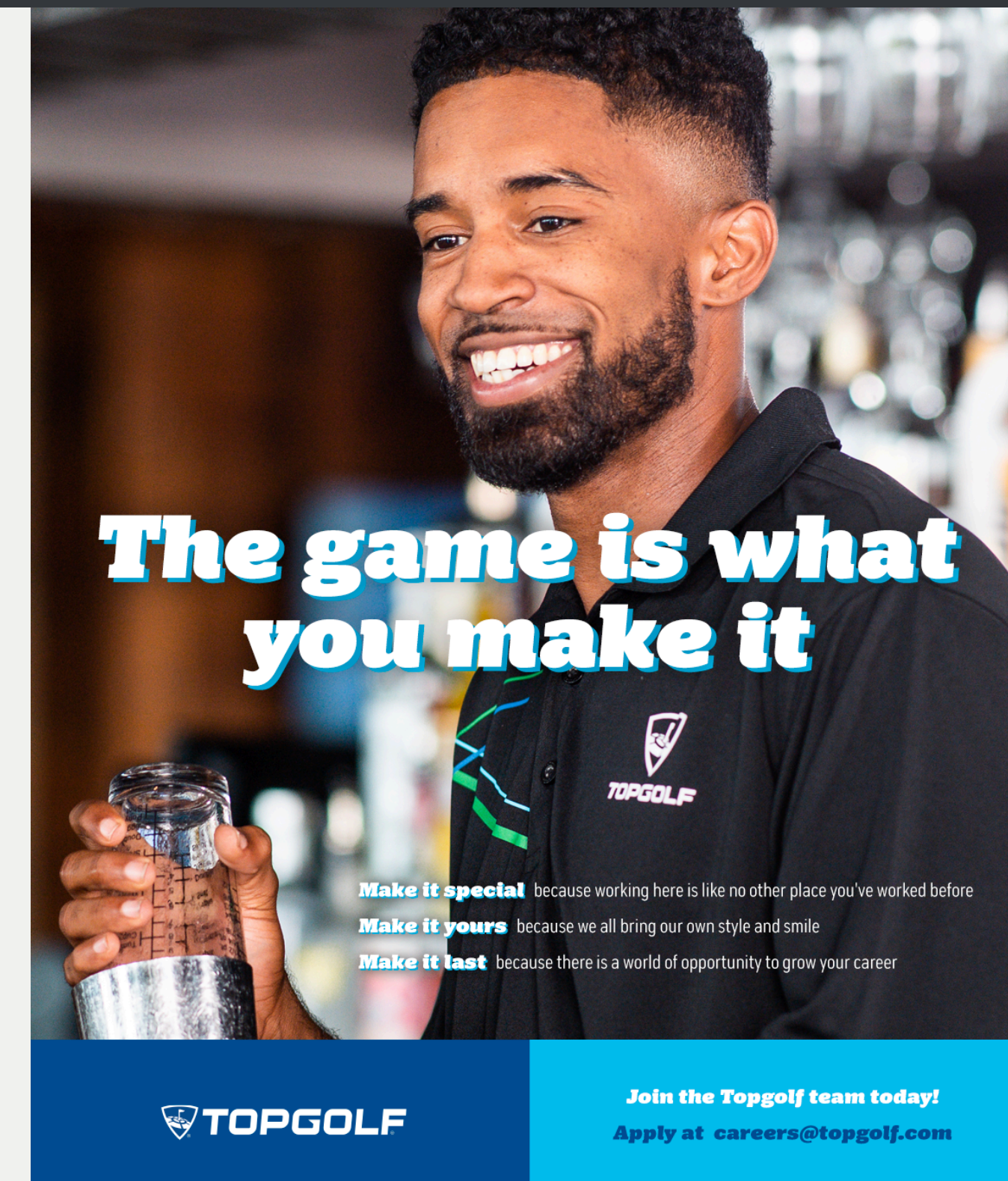
According to Pew Research: 51% of US employees acquire a sense of identity from their employment. It can bring feelings of pride, pleasure, drive, optimism, and achievement.

According to the Harvard Business Review: employees who feel appreciated and respected at work are 63% more satisfied with their careers.

According to Gallup: Engaged Employees serve as brand ambassadors, helping their firm with sales and customer satisfaction while also recruiting new associates..

APPROACH

MindHandle promoted TopGolf’s engaging and success-driven culture through recruitment websites, unique banners showing Moments that Matter, and social asset templates. The corporate culture of the company was indistinguishable from that of any other company, but with the help of a strong employment brand and the right tools, they are now distinguishable from their competition and able to effectively convey their five core values: Fun, Caring, One Team, Excellence, and Edgy Spirit. MindHandle has assisted Topgolf in developing a new workplace culture in which employees know their hard work will be acknowledged and rewarded.



37% of employees state that recognition is their most important motivator
(hrcloud.com)

GOALS

Topgolf’s manifesto and associate value statement needed to be updated to align with the company’s fundamental principles. They emphasize three main advantages of working at Topgolf, and we wanted to make sure that all of our marketing mirrored these advantages.

CAMPAIGN

MindHandle created a campaign to communicate to Team Members that working at Topgolf is unlike any other job they’ve ever had. “The Game Is What You Make It,” and it’s up to the employees to make things enjoyable, personal, and memorable for their guests and colleagues.

RESULTS

Employees that care about their company’s culture help it succeed. The key to attracting and retaining the world’s best talent is not in the perks. It’s in your employees’ relationships. When your staff is excited to come to work we consider that a success.



DRIVE LOYALTY & RETENTION

let's talk employment branding today

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“Reading the manifesto literally gave me chills. I relate to this so much and it makes me proud to work here.”

