

THE HAMILTONJET STORY

# Involving all your people to drive improvement

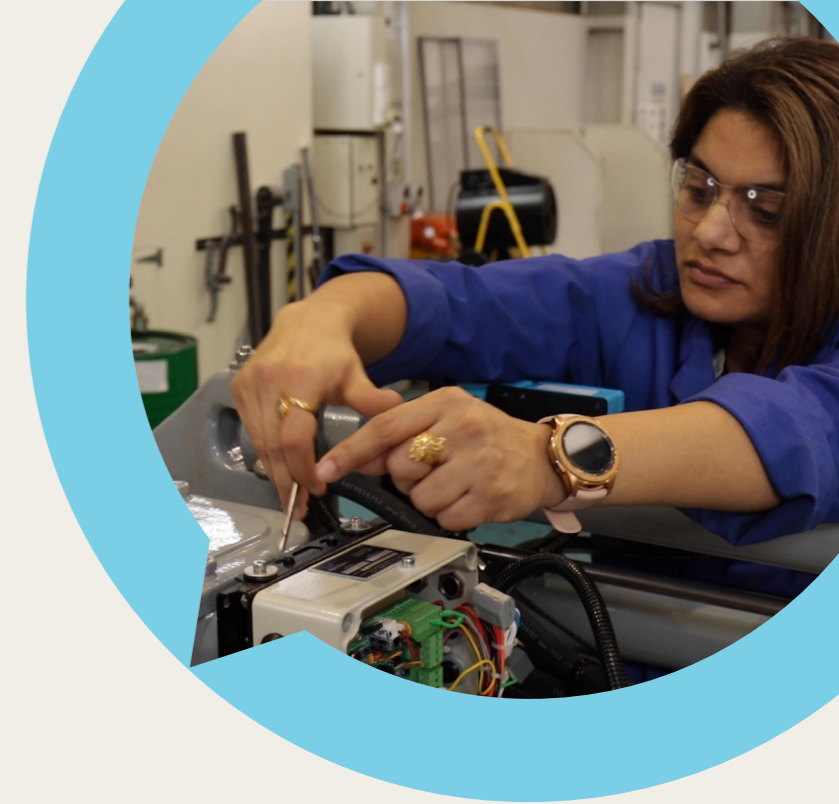


An iconic New Zealand company and the world's leading manufacturer of water jet propulsion systems.

The company exports 97% of production and has **400 employees, four offices** and a presence in **60 countries** through its global network of **55 distributors**.

### Involving the people who know best

Three years ago, HamiltonJet developed a new corporate strategy. To really understand what people thought of the business, the company used AskYourTeam for the first time. Previously, HamiltonJet had never used any kind of survey tool to get people's opinions on how the business was doing or how it was perceived.





“Measuring our progress along our journey is critical. It keeps it relevant for our people and leaders and holds us all to account. It’s really important to be able to connect people to the activities they’ve seen us working on during the year back to the AskYourTeam survey.”

**Ben Reed**  
Managing Director, HamiltonJet  
New Zealand



Part of what we do now is break down that feedback. That’s part of our corporate culture.

## Moving the needle

Now, using feedback is part of business as-usual process and culture for HamiltonJet. The company looks for where it can have the biggest impact and picks a few areas at a time to develop. This is a company-wide approach used by all teams and levels of management, starting with the executive team.

## Improving leadership effectiveness

One area achieving low scores was sustainability. It was chosen as an area of focus for senior leaders and gave rise to a strategy that is now part of the business. Leaders share the survey results, how the company is progressing towards its sustainability goals and new areas of focus the company will work on.

## Navigating a complex sales process

HamiltonJet has a lot of people involved in the selling process. Every vessel has three or four 'customers' ranging from boat builders, influencers such as naval architects, distributors and, of course, end customers and whoever operates the boat when it's finished.

## Capturing and contrasting internal and external insights

Using AskYourTeam's Customer Voice module allowed HamiltonJet to survey its international distributor community (for the first time) to find out what they thought of the company, with fascinating results. Even more interesting was that the same survey sent to its internal team gave different results.

“We wanted more-organised customer feedback. As we deployed the Customer Voice tool, we separated into the frontline folks and our distributors.”

Ben Reed

To be able to separate out (these different groups) was quite a revelation.





## Real insights, informing leaders

Involving distributors allowed HamiltonJet to be more flexible and market driven rather than just sticking to what it had always done. Insights from the frontline have made life easier for distributors and made some of the business transactions smoother.

## Meaningful connection when unable to travel

COVID-19 restricted HamiltonJet's ability to travel and get feedback from offshore connections. AskYourTeam facilitates the collection of broad feedback - and most importantly, in a way that feels like a personal conversation.

## Speedy results and helpful analysis

One of the things that HamiltonJet particularly likes about the AskYourTeam system is 'speed to results' and the help that's available to analyse results, identify areas to focus on and highlight things that might have been missed.



You almost never have enough time to do your own analysis, so it's quite good to have somebody help you with that.

“I think [AskYourTeam] is a good way to review how we’re doing and to target areas where we can improve.”

**Ben Reed**

“It’s not about data, but involvement. Distributors like how they’ve become part of making our relationship better. That’s brought a whole new level of ownership and relationship to our shared growth journey.”

**Tom Pannell**  
Global Distributor Manager,  
HamiltonJet, UK

## Evolving from surveys to involvement

By asking its team and distributors for their opinions, HamiltonJet is connecting people to things that are going on. Employees can join the dots between activities the company is working on and understand whether things have improved. Distributors told the company they enjoyed the process, felt listened to and would like to participate again.

## Moving from feedback to action

By harnessing the insights and ideas of its wider team, including international distributors, HamiltonJet has been able to translate feedback into achievable action plans that are generating results and solving business problems. What’s more, the company has been able to develop a deeper understanding of different groups within the business.



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more?

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