

Emotional experiences with state-of-the-art technology

Mercedes Benz improves integration of remote teams and increases employee engagement by 25%.



Introduction

Talent management, and community engagement

Mercedes-Benz is a German vehicle manufacturing company and a subsidiary of Mercedes-Benz Group, founded in 1926.

Its framework is based on six key strategic dimensions: ethics and integrity, sustainable mobility, environmental protection in its operations, talent management, and social commitment.

Additionally, it aims to stand out as an organization committed to exemplary corporate citizenship practices, promoting open and ongoing dialogue with various stakeholders.

The company's social objectives focus on contributing to local development through various initiatives, ranging from education to corporate volunteering and sustainable management.

Challenge

Challenges of integrating and managing remote teams

Mercedes-Benz faced a significant challenge in fostering integration and unity among team members in remote environments, particularly in cultivating a sense of identity and belonging due to the lack of face-to-face interaction and a shared workspace.

Prior to implementing the PDA Assessment, leaders encountered a major obstacle: insufficient information about employees' behaviors and a lack of understanding of their behavioral styles and profiles, which created distance and negatively affected team dynamics. This hindered effective management, productivity, and the promotion of a collaborative and cohesive culture within the organization.

Improve team communication by identifying the personal styles of each collaborator and fostering a collaborative culture that enhances the commitment and motivation of all members.

Mercedes Benz needed to ensure proper communication between teams to promote a collaborative and more productive working culture. It also needed to have a thorough understanding of employee's strengths and areas of opportunity to ensure development plans and roles and responsibilities were correctly assigned.





The solution

Creation of spaces of belonging and self-awareness

The implementation of PDA Assessment at Mercedes-Benz demonstrates how the collection of detailed data on the behavior and dynamics of teams facilitates the creation of spaces for belonging and self-knowledge at both the individual and group levels.

The reports provided by PDA technology offer employees a clear vision of their strengths and areas for improvement, encouraging personal reflection and generating conversations and building spaces that facilitate the exchange of ideas and collaboration, contributing to the creation of an inclusive and participatory work environment.

“The objective was to make the invisible visible. That each person puts himself in the shoes of the other from the knowledge provided. The PDA is cross to all the instances that happened and those that are yet to come because it is an input for self-knowledge.”

Juan López Olaciregui, HR Business Partner

The result

Thanks to the implementation of PDA, Mercedes Benz successfully overcame the challenges associated with creating work teams in remote environments.

Participants have expressed a high level of satisfaction with the PDA experience, valuing the information gained and its usefulness for personal and professional development.

The process has encouraged constructive conversations between team members, fostering an environment of collaboration and shared growth.

The individual reports and group feedback have been well received by employees, enabling them to optimize team building, and ensuring better complementarity of skills and working styles, which has contributed to improved performance through increased commitment and job satisfaction.



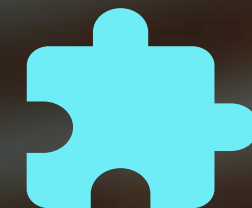
+27%

— Efficiency in productive teams



+25%

— Employee engagement



+400%

— Efficiency in their communications

About Us

We are an HRtech company that transforms the management, identification, and development of people through a digital ecosystem based on behavioral science.

At PDA, we empower companies to implement effective strategies in recruitment, performance, analysis, and employee engagement, ensuring a smooth and engaging experience throughout the entire employee lifecycle.

Our mission is to democratize self-awareness, which is why we provide tools to quickly identify behavioral profiles, evaluate compatibility with roles and skills, detect leadership compatibilities, build high-performance teams, and ensure cultural fit, among many other solutions. At PDA, we are redefining the future of work.

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