

**PDP CASE STUDY:**

# **Ridley Block Operations**

**People Driven  
Performance™**



## PDP's System Helps Ridley Block Operations Deliver News and Information that Matter to Plant Employees.



Like many manufacturers looking to increase efficiencies and wring out unnecessary expenses, Ridley, Inc., one of North America's leading commercial animal nutrition companies, instituted a

number of initiatives to improve cost effectiveness. Key among them: lean manufacturing techniques and the use of innovative information technology in its manufacturing plants.

Ridley Block Operations knew one of its biggest challenges would be communicating new processes across its seven U.S. and Canadian locations in a way that would not only inform, but also build and sustain engagement among plant employees.

Previously, company news and announcements had been communicated largely through a monthly newsletter posted on break-room bulletin boards. For the new change initiatives to be successful, management believed more frequent -- and more relevant -- communications would be critical.

That's why Ridley Block Operations selected the communications system designed by People Driven Performance (PDP) specifically for environments where employees have a high need to know, but typically lack easy, immediate access to information.

The PDP System features touch-screen kiosks that can be located within easy access of every employee work station. It provides key information through four modules, including:

- **News:**  
a newspaper that can be published with up to a dozen stories that can be used to report on local plant progress, reinforce key values, recognize employee accomplishments and discuss future challenges;
- **People:**  
"pages" featuring plant employees that celebrate the individuals who work together at the plant, foster communication and introduce newcomers to the team;
- **Score:**  
which compiles statistics relative to the plant's performance and presents them in on a target graph, called a statistics pack, or StatPac™. An unlimited number of stats and StatPacs™ can be defined and users can choose to view those that are most relevant; and

At the 28-employee Ridley Block Operations plant in Worthington, Minnesota, where the company installed its first PDP system, employees say they look at the kiosk first thing on Monday morning when the "new" news comes up on the system. They appreciate receiving news once a week rather than once a month and they're glad to learn more about what's happening at surrounding Ridley plants, information they rarely received before.

"From the standpoint of our employees, one of the advantages of the PDP system is that they now have a sense of belonging to the bigger Ridley organization," says Dan Dhuyvetter,

Ridley's marketing director. "They never had that before. That, to me, was as significant as some of the initiatives we've communicated through the system."

Ridley's Worthington employees have not taken a strong interest in the system's Score performance results, according to Paul Standafer, Ridley's plant manager. But it's not because they're not interested. "Everyone knows we're on top," he says. "It would be a shocker if another plant outdid us."

With the PDP Hub now installed at all Ridley Block Operations locations, the company can for the first time communicate to all employees across the U.S. and Canada. "We look forward to making the content delivered via the system even more relevant and more visual," says Dan. System analytics enable Ridley to know how many times employees click through to each story on the News module. This information helps determine the types of news stories employees consider most relevant -- or most fun.

"I think the PDP system has been working well for us," says Dan. "It would be missed if it was taken away."

The logo for People Driven Performance (PDP) is located in the bottom right corner of the page. It features the letters "PDP" in a bold, white, sans-serif font, set against a stylized background of a blue and yellow swoosh that resembles a flame or a dynamic shape.