

## Winn-Dixie Stores, Inc.

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Winn-Dixie Stores, Inc., a regional grocery chain of nearly 500 stores based in the Southeast and headquartered in Jacksonville, Fla., rolled out a new strategic framework called the WINN-ing Way in mid-2011. Through this the company introduced a new company vision and new set of values and promises to key stakeholders. Communication to and feedback from the chain's 46,000 team members, most in stores scattered across five states, was critical to the campaign's success.

Winn-Dixie partnered with Elguji Software to establish an online forum to allow team members across the company to come together in a LIVE online discussion to exchange ideas and give feedback on the WINN-ing Way.

An important element of the two-way communication was that it was not only important to communicate and receive input on the WINN-ing Way, it was in itself a key proof point of better communication between team members and Leadership. It offered an open forum through which team members could communicate directly with company leadership and their peers, whom in some cases were hundreds of miles away.

Key facets of the WINN-ing Way were communicated to team members through a direct mail piece sent to all team member homes, simultaneous celebrations held across all stores, distribution centers and corporate offices, and the launch of a new website. The IdeaJam was then introduced as a two-way forum for team members to communicate their ideas regarding the WINN-ing Way and other company-related issues.

The IdeaJam was opened to team member comments, ideas and feedback during a 72-hour online event, July 19-21, 2011. Team members were encouraged to:

- Ask questions or share their ideas
- Comment and discuss other people's ideas
- Vote on the ideas they liked and didn't like
- Chat in their own language — translation was available for Spanish and other languages

### Results

A total of 339 ideas, 1,292 comments and 8,683 votes for submitted ideas came in during the three days. Of the ideas, 88 percent were suggestions for team member and guest experience improvements. The remaining 12 percent were suggestions for improvements to neighborhood involvement and fulfilling promises to suppliers and shareholders.

Team member response was very positive. "IdeaJam is one the BEST things I have ever taken part of in my 25 year career with Winn-Dixie!" one Team Member commented. "I am very excited about Winn-Dixie's future, and proud to be part of it and am 'In it to Winn It!' THANK YOU!"

Winn-Dixie's leadership has already implemented several of the ideas received and many of the others have been turned into active projects and initiatives.

The company will continue to review the submitted ideas, feedback and comments and provide updates through the WINN-ing way web site. This serves as a proof point that leadership finds value in team member input and will continue to seek it as a tenet of the WINN-ing Way.

**Region**  
USA

**Sector**  
Retail

### IdeaJam™ Awards

Finalist IBM ICS Innovation in Social Business Application Development Utilizing the Social Business Framework 2012

Lotus CTO Innovation Award 2009

Lotus Breakout Technology Award 2009

Finalist Best of Lotusphere Showcase 2009

IBM Beacon Award for Innovative Software Solution 2009

Finalist Best TOTAL Lotus Collaboration Solution 2010

Finalist Best End-User Solution 2010

### Elguji Software, Inc.

Established in 2007, Elguji Software creates and sells social business software. Elguji is a symbol of innovation in software development and has become a market leader with their IdeaJam and IQJam products.

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