Identitype®

CASE STUDY

How One Engineering Firm Won an Inclusion Award in 9 Months

A culture transformation powered by the Identitype® System

Weston & Sampson

700+ employees • 17 offices • Engineering & Environmental Services

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How the Identitype® System Helped Weston & Sampson Build an Award-Winning Culture

When leaders turn their strengths into your competitive advantage, transformation follows

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THE SITUATION

Weston & Sampson—a 700+ employee engineering firm with 17 offices—had committed to transforming their culture. But despite good intentions, their efforts were stalled. DEI initiatives sat siloed in HR, disconnected from strategic planning. Leaders across the organization weren't aligned on what an inclusive culture actually looked like—or how to execute the vision as if it were their own.

The result? Unconscious bias persisted at all organizational levels. Universal strategies were proposed as solutions that would "work for everyone"—but they didn't. There were no metrics, no shared language, and no framework for turning intention into action.

THE IDENTITYPE® APPROACH

The Identitype Group was engaged to bring methodology and structure to the transformation. Rather than applying generic best practices, we deployed our proprietary **Identitype® System**—built on the principle that high-performing cultures emerge when leaders turn their unique strengths into the organization's competitive advantage.

We began with the **Four Essentials** that drive every successful culture transformation:

1. **Trust at the Top** — Leaders who create psychological safety and model it daily
2. **Purpose Alignment** — Every team member executes the company vision like it's their own
3. **Optimized Communication** — Conflict transforms into collaboration
4. **Activated Strengths** — Each leader turns their innate gifts into competitive advantage

Using these essentials as our framework, we conducted enterprise-wide assessments across all three organizational levels—Board, leadership council, and workforce—to establish a cultural baseline and identify where gaps in alignment existed.

WHAT WE DISCOVERED

The assessments revealed a critical insight: while diversity was recognized as important, leaders across the organization didn't understand how to turn their unique strengths into drivers of inclusive culture. They lacked a shared language for discussing leadership differences—and a framework for deploying those differences as assets rather than obstacles.

This is exactly what the Identitype® System is designed to solve. By helping each leader identify their innate gifts and showing them how those gifts become competitive advantage, we transformed inclusion from an abstract goal into a concrete, actionable practice.

THE TRANSFORMATION

Over 9 months, we helped Weston & Sampson:

- Restructure their DEI committee into an enterprise-wide **IDEA Council** with direct Board reporting
- Develop a comprehensive two-year Action Plan across six strategic areas
- Create a shared glossary and framework so all 700+ employees spoke the same language
- Move IDEA from HR compliance to a dedicated corporate budget line item
- Launch a TAP (Training, Activity, Programming) platform for ongoing leadership development
- Establish metrics and accountability structures to measure real progress

THE RESULTS

9	700+	6
Months to Full Implementation	Employees with Shared Framework	Strategic Areas Transformed

■ **Weston & Sampson won an Inclusion Award** — proof that when leaders turn their strengths into competitive advantage, culture transforms.

"We understand that our greatest asset is our employees, and we seek to implement a workplace culture in which all employees are empowered to do their best work while sharing the advantages of their individual voice and lived experience."

— Weston & Sampson IDEA Mission Statement

IS YOUR CULTURE READY FOR TRANSFORMATION?

Culture change doesn't happen through good intentions alone. It requires a methodology that helps leaders execute your vision like it's their own—and turns their unique strengths into your competitive advantage.

The Identitype® System has helped organizations from startups to $100M enterprises build cultures where top performers stay, decisions accelerate, and teams move fast in the same direction.

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