

Client Case Study—Results Driven Consulting

Equinix: Defining the Equinix Promise

The Challenge:

Equinix connects businesses with partners and customers around the world through a global platform of high-performance data centers, containing dynamic partner ecosystems and the broadest choice of networks. As one the country's fastest growing companies, Equinix's CEO Steve Smith was determined to ground the organization's focus with a clear vision and set of core values.

The Solution:

SPCI consultants worked with the Executive Team to define a draft vision, mission and set of core values to test with the organization. SPCI consultants then facilitated focus group sessions in the US, Europe and Hong Kong to capture the candid feedback from managers and employees. Finalization of the Equinix Promise was followed up with a comprehensive internal communications plan that included a cascaded virtual learning map delivered over a six-week period from the top team through to front line operations teams.



The Results:

Equinix has continued on its steep growth trajectory guided by a clear vision, mission and set of core values to guide their actions and behaviors as a company.

The Service Profit Chain Institute

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