



CASE STUDY: TRANSFORMING RETENTION, LEADERSHIP COMMUNICATION, & GOAL ACHIEVEMENT

Winston-Salem Police Department

- North Carolina, Dec 2023



Background

The Winston-Salem Police Department grappled with a critical situation, where more than half of its officers were contemplating resignation or role changes. Compounding this, communication between department leadership and front-line officers had deteriorated, fostering frustration and disconnection across the workforce.

The Challenge

More than half of the department's officers were at risk of quitting or considering changing roles. Additionally, communication between leadership and the front-line officers had become strained, leading to frustration and disengagement across the department.

The Solution

In April 2024, the Winston-Salem Police Department partnered with Performance Protocol to launch a Career Development Program (CDP) pilot program. This initiative paired officers with seasoned law enforcement coaches, focusing on leadership skills, mental health support, and achieving work-life equilibrium. The program was designed to lower turnover intentions, bridge communication gaps with leadership, and provide officers with resources to thrive professionally and personally.

The Approach

In a five-month CDP pilot, the Winston-Salem Police Department engaged 15 officers, each of whom selected their own coach and defined personal objectives. The program incorporated pre- and post-intervention surveys to measure shifts in professional well-being, turnover risk, and perceptions of leadership communication. CDP sessions were individualized, targeting specific officer challenges such as stress management, mental resilience, and leadership development.

Top Topics Covered

- Leadership Development
- Overcoming Mental Blocks And Negative Thinking
- Stress Management And Work-Life Balance
- Setting And Achieving Personal And Professional Goals

Results

Following the completion of the CDP pilot, the Winston-Salem Police Department observed substantial improvements across multiple domains. Surveys conducted pre- and post-intervention revealed a 75% reduction in officers' intentions to leave law enforcement, a 60% decrease in those considering internal role changes, and a complete (100%) elimination of interest in transferring to other agencies. Additionally, participants reported a 33% enhancement in sleep quality, reflecting the program's effectiveness in stress management. All participants (100%) acquired new strategies for achieving their goals, and 86% of those who had experienced trauma indicated that coaching aided their recovery.

Employees rated their overall experience with Performance Protocol coaching at 9.2 out of 10. Every participant expressed a desire to continue the CDP services and endorsed its potential benefits for their colleagues.

<u>Outcome</u>	<u>Percentage Change/Result</u>
Reduction in desire to quit law enforcement	75% reduction
Decrease in considering role changes	60% reduction
Decrease in considering agency changes	100% reduction
Improvement in sleep quality	33% improvement
Learned new goal-achievement strategies	100% of participants
Trauma recovery support	86% of affected employees
Overall Career Development experience rating	9.2/10

The CDP pilot implemented at the Winston-Salem Police Department fostered a greater sense of support among officers, significantly lowering turnover risk. Officers who had previously contemplated leaving their positions or switching roles reported increased engagement and felt better equipped with tools to succeed in their duties.

The bottom line included the following outcomes: Reduced turnover and increased retention, enhanced communication between leadership and front-line officers, and improved officer well-being and sense of purpose.

Winston-Salem Police Department's success demonstrates the power of the Career Development Program in addressing critical issues like turnover and leadership disconnect. Career Development helps officers build resilience, develop leadership skills, and improve work-life balance, all of which are essential for maintaining a healthy and effective department.

Interested in learning how the Career Development Program can help your department?

To discover how Performance Protocol can improve your agency, visit www.performance-protocol.com or Contact Us to schedule a discovery call.

END OF CASE STUDY.

Contact Us

1305 W. Auto Drive, Tempe, Arizona 85284

www.performance-protocol.com

info@performance-protocol.com



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