

Case Study

Installed Building Products Makes Well-Being a Priority And Builds Culture That Lasts



The Challenge

IBP's workforce spans over 200 locations across the U.S., with thousands of installers working in physically demanding roles. Like many companies in skilled trades, IBP faced high turnover and a need for stronger employee connection and support.

The Solution

In 2018, IBP partnered with Positive Foundry to explore how science-backed habits could help support their workforce. A small pilot revealed that both English and Spanish-speaking installers were interested in learning skills to show up better at work and at home.

IBP moved forward with a full rollout of the program in 2020, a white-labeled version of BetterYet called the Positive Production Program.

This weekly, science-backed program focused on helping employees thrive at work and at home. The rollout was champion-led and built into existing team rhythms, with local facilitators guiding weekly discussions, video learning, and practical skill-building activities.

The Positive Production Program became a regular part of life at IBP – and a symbol of the company's investment in its people.



Industry

Construction / Building Materials

Company Size

12,000+ Employees

Locations

200+ Locations

Revenue

\$3B Revenue

Program Launched

Pilot in 2018 | First Rollout in 2020

Weekly Content Reinforces Team-Led Training

- **40+ full-length videos** in both English and Spanish
- **40+ “commercials”** (short-form videos) to support quick reinforcement
- **150+ internal video screens** across branches to play weekly highlights
- **Hard hat stickers, emails, and text messages** to build program visibility across roles
- **120+ printable assets** including GIFs, posters, and weekly support materials



Why It Worked

- **Culturally Inclusive:** All content was produced in English and Spanish
- **Locally Led:** Internal champions brought the content to life in real work settings
- **Visual & Physical Reinforcement:** From on-site screens to hard hat stickers, the message showed up everywhere
- **Habit-Focused:** Small, science-backed practices created meaningful behavior change over time

The Positive Production Program remains a core part of IBP's culture, and a model for how companies in even the most operational environments can make well-being real, visible, and valued.

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The Results

Though formal retention data is still in progress, early impact is clear:

- Leadership cites reduced turnover as a key outcome
- Employees report stronger connection, gratitude, and shared language across branches
- The program has been highlighted in three consecutive ESG reports as part of IBP's commitment to employee well-being

“We all deal with trials, setbacks, and other challenges in our lives and learning how to best deal with these forces in a positive way keeps us ‘safe’ and improves our well-being... Combine these lessons with a whole lot more found in the Positive Foundry program, and you have the base for an opportunity to really flourish.”



— Jeff Edwards

President, CEO & Chairman | Installed Building Products