



“Thanks to SumTotal’s performance management system, Brunswick’s employees now understand not only their goals, but also how they relate to the direction of the company.”

Homer Stewart, Director of Executive Development, Brunswick

Business Challenge

Brunswick Corporation (NYSE:BC) is a Fortune 500 company that manufactures marine engines, pleasure boats, fitness equipment, bowling and billiards products, and emerging technologies. The company adheres to five critical success factors for competitive advantage: continuous improvement, teamwork, driving execution, customer service and developing self and others.

A company-wide survey revealed inconsistencies in employee reviews: employees did not know what their goals were and performance ratings did not match the financial performance of the company. Brunswick formed an executive-sponsored task force to overhaul workforce performance management.

How SumTotal® Helped

Brunswick selected SumTotal Talent: Performance (cloud) as the foundation of its performance management strategy.

This system provides the configurability, deployment flexibility, consistency and integration the company needed.

Key Metrics

Increased participation rates in performance review process

90%

Over 90% of salaried employees reviewed

Greater understanding of employee goals and how they correlate with overall success of the company

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill “Genuine Ingenuity™” in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land ‘N’ Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats; and Cybex, Life Fitness, Hammer Strength and SCIFIT fitness equipment and much more.

Visit SumTotal:

sumtotalsystems.com | U.S. and Canada: +1 352 264 2800 | U.K. and Europe: +44 (0) 1189 315 777 | Asia Pacific: +91 (0) 40 6695 0000

[in linkedin.com/company/sumtotal-systems](https://www.linkedin.com/company/sumtotal-systems) | [f facebook.com/sumtotal.systems](https://www.facebook.com/sumtotal.systems) | [t twitter.com/sumtotalsystems](https://twitter.com/sumtotalsystems)

