

Engaging with employees (using digital tools)

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Scarlett Associates

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PRWeek
AWARDS09
Winner

2009 Gold Quill Award Winner
Gold Quill Awards
International Association of Business Communicators



PEPSICO

UK & Ireland



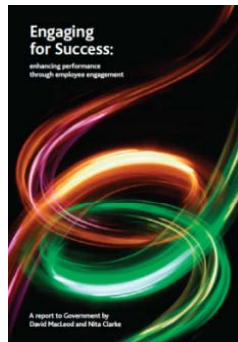
THE REALLY USEFUL
GROUP THEATRES



Employee engagement – what is it?

Good news

- Correlation between positive outcomes (share price, customer satisfaction etc) and engagement
- Greater awareness
- Government backing



Bad news

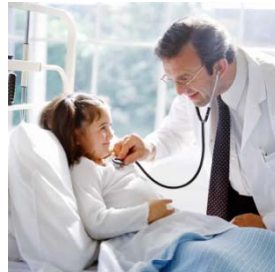
- Still lots of differing definitions
- UK workforce doesn't seem to feel more engaged
- Many organisations see it as a series of interventions eg the engagement survey

So, what makes you feel engaged?

- Think about a time when you really enjoyed what you were doing at work
 - Share this experience with your neighbour
 - What was it that led to your feeling engaged?
- Please be ready to share your experiences

Engagement ≠ communication

Engage with what?



Royal College
of Physicians
Setting higher medical standards



CIVIL SERVICE



HSBC 

first direct

"I love first direct, it's got a fantastic vibe... evident right at the beginning, still evident now 17 years later." Debra, team manager

...the global company, my region, the division, the country, my team, this location, the brand, my profession, my colleagues, my manager, the customers, my pay cheque...? There is no 'one-size fits all'

Lots of definitions but ten common themes

1. Senior leadership communication and visibility
2. Good line manager who balances challenge and support
3. Sense of vision and purpose and clear line of sight
4. Meaningful work
5. Workload, and tools to do the job
6. Voice – involvement and opportunities to share ideas
7. Autonomy
8. Reward and recognition
9. Fairness
10. An organisation that shows concern for its employees

Waitrose

- increasing leadership visibility



-involving 4000 leaders around the world in creating the new vision

New tools provide new opportunities to connect with employees

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- thanking and recognising colleagues

What's the role of digital media?

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Questions to reflect on

1. What does your organisation really mean by 'engagement'? Does it know?
2. How engaged are your employees?
3. Do you know what engages different groups of employees in your organisation?
4. Is engagement seen as a series of inputs or interventions, or as an outcome?
5. How can you best use 'traditional' and digital tools to connect employees to the organisation and to each other?

Thank you!

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