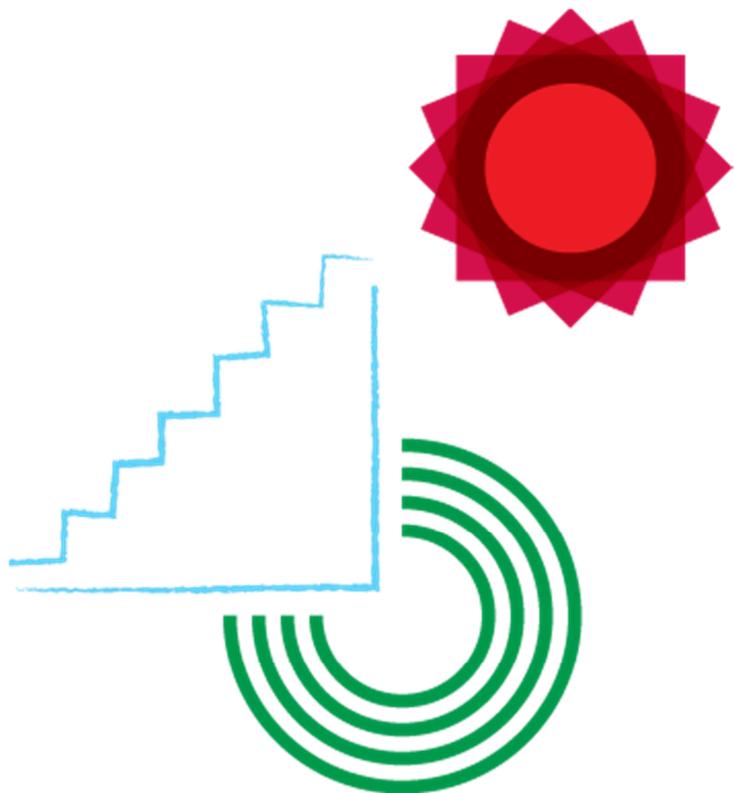




CREATE THE LINK WITH STRATEGY EVERYDAY

Hints and tips from Grass Roots UK Limited



CREATE THE LINK WITH STRATEGY EVERYDAY

THIS IS IMPORTANT BECAUSE...

When employees understand how their everyday tasks fit into what the organisation is trying to do, they become more motivated to do a great job and are able to make better decisions.



THINGS YOU CAN DO

- **Explain how your team's tasks fit into the bigger picture.**
Remember to re-cap for new employees or when the strategy is updated.
- **Share the company's business strategy in an interesting and memorable way** e.g. create a slide show that tells a story of past successes and leads into future goals; create a phrase or acronym that summarises the strategy, create visual icons or images that represent elements of the strategy.
- **Invite individuals to question** or work out how their everyday tasks link to the team and company strategies.
- **Give encouragement and praise** when you see someone doing something that is clearly helping achieve the business strategy.
- **Break the business strategy down into manageable chunks - Key Performance Indicators (KPIs)** - so your team are clear how they contribute to the wider organisational goals.
- **Work with the team to decide what they need to do to deliver each KPI:**
 1. Look at each KPI in turn and generate a range of ideas of what you could do deliver it.
 2. Then decide on the specific actions you need to complete.
 3. Create an action plan and identify responsibilities and timescales.
 4. Take a look at the action plan regularly to see how the team is doing.
- **Discuss with individuals how their personal objectives link to the team goals and priorities – use 1:1 meetings for this.** Explain how their objectives link to the objectives of other colleagues or departments. Let employees know that what they do, and how they do it, really matters to the team and the company.
- **Link new procedures or working practices back to the wider business strategy.** Be ready to answer the 'why?' questions your team may ask. Let your team see that you support the changes.
- **Celebrate success** – let employees know when goals have been achieved.