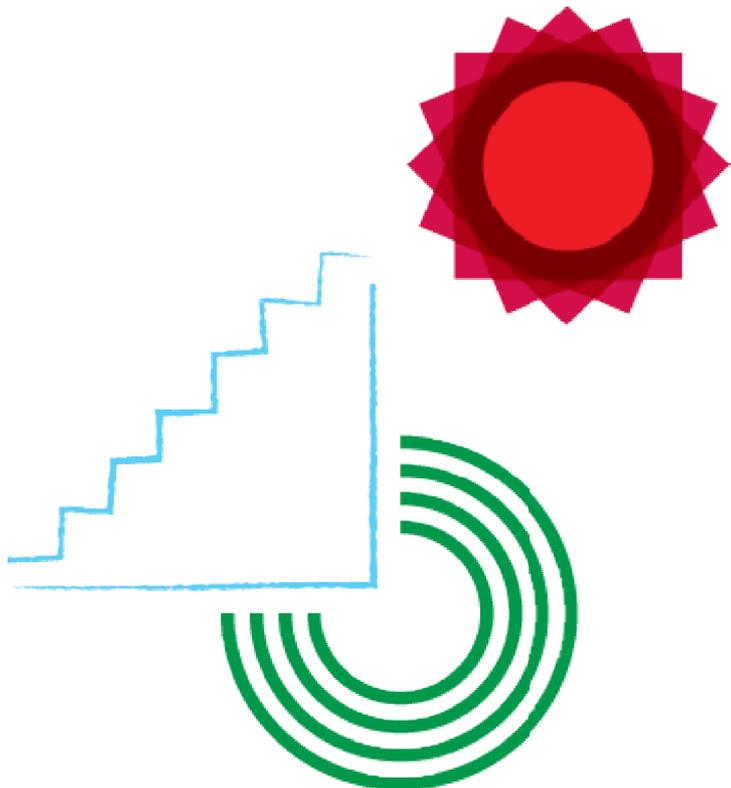


ENGAGE
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SUCCESS

EMPLOYEE INVOLVEMENT (ADVOCACY)

Hints and Tips by Jon Scott



EMPLOYEE INVOLVEMENT (ADVOCACY)

Often one of the most talked about drivers of engagement but arguably one of the most challenging. How do you convince senior leaders that you are not trying to turn the organisation into a democracy and how do you convince employees that you genuinely value their input?

Employee involvement isn't about feedback forms, questionnaires and suggestion boxes - these are just listening mechanisms. If you really want to get the benefits of involving your employees you have to genuinely involve them in change. The most common mistake organisations make is imposing change on employees and then asking them for feedback on it - ultimately this means that they are just having things done to them and then being asked to comment on it.

The best way to drive employee engagement in an organisation is by getting the employees to identify the changes that need to happen. They don't have to be big - small inefficient processes that employees are subject to on a daily basis are perfect.

Often the best people to solve these changes are the people who experience them on a daily basis (almost to the extent that they have become desensitized to them). It's the people that you hear say "I don't understand why we don't just..." It's obvious that they already know the solution - they just don't feel they have the remit. So give them it!

Senior leaders need to be prepared to give people the mandate to identify and make (small) changes to the organisation.

Once people know they have the remit - and they are supported - they will often embrace making meaningful change. It benefits both parties. The organisation gets improved processes and employees feel a sense of pride in each other and belonging to the brand.

Top tips for Employee Involvement (Advocacy)

1. It's not about suggestion boxes and feedback forms.
2. Employees are exposed to things that need changing on a daily basis - ask them directly what they are.
3. Use the people that experience poor processes to identify the solution AND implement the right changes
4. Senior leaders need to give a clear mandate to employees (and managers) to take responsibility for changing things. They may want to give a final approval to a solution - just ensure they have a good reason for saying no!
5. Communicate to everyone the employee driven changes that have happened - make it viral.