



valuingYOU
accelerating change

Increasing Employee Engagement (and increase productivity as a result)

hints and tips from a recent conference

April 2018

Optimising my investment by sharing my learning with you

(Please note that this is synopsis is based on my notes taken on the day. They are paraphrases of what I heard and captured at the time. The full article, 30% more, can be found on our blog page: www.valuingYOU.co.uk)

On 22nd March I attended the Engage for Success annual conference: People at the Heart of Business. I came away inspired to hear others talking about many of the techniques that I have been introducing to clients and I also learned even more. Or as Sir Eric Peacock, serial entrepreneur and Chairman of Buckley's Jewellery encouraged us to do with our learning:

"Steal with pride, adapt with glee, pragmatically implement."

So here I am writing this article for you.

Sir Eric also inspired me with the following:

- When confirming you as a new employee, you receive a DHL delivery to your home address. Inside is a bottle of champagne and 2 glasses. The message encourages you to celebrate your journey and future success. Buried in the package is a small booklet with key information about the business. A great way to welcome new staff with the added benefit of reducing the "no show rate."
- Every manager is trained to be a super coach to help people be the best they can be. Everyone is trained to be better at giving and receiving feedback. "Tell the truth fast" is key to individual and collective success.
- They use a traffic light rating throughout the business. Red in their RAG rating means a conversation about how you will exit the business.
- He also shared examples from Ritz Carlton:
 - Personalised thank you cards: <http://ritzcarltonleadershipcenter.com/2013/10/a-first-class-thank-you/>.
- Whatever you do, Eric advises, make it relevant to your business culture.

<http://www.buckleylondon.com/>

Anna Malmhake, Chairman of the Absolut Company:

Anna shared her passion about the importance of brand. She shared some of the ethos that exists within their business:

- The world has to progress. For people to progress they have to have freedom.
- We have human beings, not human resources.
- A brand is a promise. It provides the compass and culture. Culture eats strategy and creates the ambience.

<http://www.theabsolutcompany.com>

Francis Goss, Chief Commercial Officer, AHC. With 6 out of 10 employees affected by financial stresses, he shared his hints and tips about Employee Engagement and Financial Wellbeing:

- Personalise your messages – use pictures and images that staff can engage with. For example a pension calculator that encourages you to put in a picture of yourself today and creates one of you at retirement age.
- Include a video in your communication, 80% of people will watch a video for 1 minute

<http://www.ahc.com/>

Chieu Cao, CMO and Co-Founder, Perk Box. Chieu shared his insights focussing on how Millennials want a sense of purpose beyond money:

- Millennials are seeking to understand the bigger problem that you are trying to solve. To join your business they need to understand why you are doing what you do, answering the question: why you exist?
- What you do needs to be meaningful for them. Connect with their emotions.
- They also enjoy initiatives that they develop ie attending shows, planking, celebrations, dance.....

<http://www.perkbox.com/uk/>

Panel discussion: Tony Danker, CEO Productivity Leadership Group; Neil Carberry, CMD of People and Infrastructure, CBI and Dame Carol Black, Principal Newham College, Cambridge.

We work harder than most of our G7 partners and we are less productive too. Transformation is needed:

- Employees are not the problem. Employees have the solutions to the problem.
- Values evident in the work place are important. The environment has to create a positive sense that this is a place that works.
- Your employee experience is mirrored in your customer experience.
- The next few years are going to be tougher, how can your staff become part of the transformation needed?
- The CBI highlight that we spend too much time on data and spreadsheets. Performance can no longer be driven by metrics alone.
- HR need to support and enable transformation.

Paula Vennels, Chief Executive, Post Office. Inspiring people through transformation:

- Paula started by sharing three stories, personalising and bringing the scope and impact of the transformation to life.
- They involved diverse talent, to contribute to diverse thinking, creating controversy to disrupt existing conscious and unconscious patterns.
- “Face into the difficulty” was the expression she often used to describe how she met with those impacted to understand how their lives and businesses were impacted. “Grant them with dignity and respect.” “Insight through the eyes of those involved.”
- To improve Executive cohesion, they invested in how they worked together.

(Having lead transformational change and introduced Change Management practices in my early career across Royal Mail, I am delighted to witness many of these skills exist inherently within their Chief Exec.)

<http://www.postoffice.co.uk/>

Matthew Taylor, Chief Executive, RSA and author of The Taylor Review of Modern Work Practices:

- Irrespective of the work, all roles should offer respect, dignity and opportunities to progress.
- The intention is to introduce a national employability framework which he urges everyone to adopt.

www.thersa.org/globalassets/pdfs/reports/good-work-taylor-review-into-modern-working-practices.pdf

Katie McSweeney, Mumsnet, the UKs most popular parenting website:

- A hard working mum/parent will make everything work. They are more likely to go the extra mile and increase productivity as a result.
- 86% of their users agree flexibility is more important than other employee benefits.
- Empower employees to develop solutions to achieve flexibility. For example, encourage families in your business to agree how they will collectively cover working hours.

www.mumsnet.com

Caroline Anderson, Director of HR & OD, HM Land Registry. In a context of no recruitment since 2017 and a line manager ratio of 1:43. Productivity did not drop due to staff connection with what the business stood for!!

Caroline shared how they transformed the business with the aim of putting the human back into the centre of the business:

- Managers are squeezed from above and below, if they aren't engaged how can you expect your staff to be? She used the metaphor of the oxygen mask. To be able to help their staff, managers need the oxygen mask first.
- Buy in from the CEO is crucial to achieve significant cultural change.

<http://www.gov.uk/government/organisations/land-registry>

I am delighted to share so much from this conference. I did this by consciously choosing not to tweet these great ideas at the time. Instead I remained actively engaged!!

You can find the full article (over 30% more) on our blog page: www.valuingYOU.co.uk

I am the Founder of Greater Birmingham Engage for Success Share + Learn + Inspire Network. Our next event is on 7th June in Central Birmingham: www.valuingyou.co.uk/engage-for-success

Further reading:

Check out our blogs: www.valuingyou.co.uk

Engage for Success: www.engageforsuccess.org I suggest you sign up for the weekly newsletter.

Want to find out more? Then please do contact us: info@valuingyou.co.uk

Fiona's passion, belief and expertise is in culture change - inspiring, energising and embedding personal & business wide transformation, for the benefit of all.

How **valuingYOU** can add value to your bottom line:

HR Department Productivity: using **valuingYOU** change model, Explore, Energise, Transform, Embed, response increased by 70% (from 4.7 – 8.0) when asked “we have the culture in HR to role model and succeed to deliver Strategy”.



***boosting performance & accelerating growth
delivering results - whatever your challenges***

2015: Awarded as an Exemplar for Driver of Culture Change, by The Manufacturer, Top 100

Previous topics include, please do contact us if you would like to read more:

- Executive productivity
- Banish my imposter syndrome
- Delivering results – through measurement and accountability
- Developing Strategy
- My Beliefs – managing myself
- My Personal Values
- Leadership today - Five Behaviors of a Cohesive Team
- Leadership - when uncertainty is our only certainty
- Transforming Performance Management – focussing on strengths
- Developing a Contagious Culture
- Building your Business Case for Culture Change
- Toxic Behaviours
- How your biases affect the performance of others
- Ban Blame
- Managing Resistance to Change
- Managing Resistance to Change – managing stakeholders
- Priceless Communication – key to any successful business
- TRUST – the foundation for success
- Change Checklist – how successful will your change be?
- Culture Change – your USP
- WOW – for those difficult conversations
- Improving Performance