### Viva Engage Connecting our People through Community





### **ASPIRATIONS & CHALLENGES**

Understanding the landscape



3 Airports 500+leaders 6000+ colleagues Understand your Objectives



Increase Engagement Enabling colleague voices Enable Leadership accessibility Creating a stronger sense of belonging Do your research

Understand your Stakeholder audience to gain buy in Recruit Allies

Recruit allies at all stakeholder levels.

Discuss and be clear on the value they add.

Utilise their voice and influence.



People at our core



### PURPOSE



People at our core



**Transforming** our colleague journey by elevating the opportunity to engage in 'real time' two way dialogue



**Connecting** colleagues, enabling them to interact, access information and come together as communities, with their own voice



**Empowering** colleagues to access and engage with comms at times which suit them best, on the device they prefer and in an environment similar to what they use in their personal space



Enabling leaders to demonstrate accessibility and authenticity



1. Identify Stakeholders: Engagement comms for these personas to obtain buy and engage in positive challenge

2. Review current structure; gain feedback of current users on potential new structure; engage with companies who have already done this

3. Briefings to engage and enable buy in from top lever leadership with intentionality to announce launch

4. Commit and announce intention to launch. Recruit Influencers and engage them in development

5. Creative engagement: Email, colleague screens, pop ups, in person events, Team briefings, onboarding Influencers and Comm. Managers

6. Intranet 'Hot To' Engage with FAQs and Videos

7. Being clear and direct about Acceptable Use Policy and Personal Device Use

8. Evolve current comms to align and signpost to Viva. Lead by example

9. Bring stakeholders on the journey: consistent approach to future comms re channel of choice – right channel for right comms

10. Space for the communities to grow in an agile way, nudged by leadership engagement



1. Identify Stakeholders: Engagement comms for these personas to obtain buy and engage in positive challenge



### The case for Change

- On average, email communications have an open rate of 48 -52%
- Inbox resignation: employees feel overwhelmed with the constant traffic.
  Viva Engage is a key strategic communication tool to empower Digital Grazing & Empowered Engagement
- Glint results: feedback to improve communications. Opportunity for increased leadership visibility, colleague wellbeing, and a stronger sense of belonging.
- Recent statistics from Microsoft (2023) show that businesses without a community engagement channel find 75% of employees and 80% of managers, believe their company doesn't encourage feedback often enough, whilst those with a community engagement channel:

have colleagues who are 5x more likely to consider the business a great place to work have colleagues who are 5x more likely to have a sense of belonging find colleagues are 4x more likely to adapt well to business change and innovate effectively

are 2x more likely to exceed financial targets and delight customers



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### Building the Journey: Be specific about the ask to Leaders

- Promote your area of the business and engage with your wider stakeholders, e.g. Project Updates, Polls, Listening Groups, Pop Ups
- Encourage best practice adding profile photos, tagging people, commenting on other posts to encourage engagement
- Promote this to your teams as empowered communication and voice, in real time; enabling reflective posts and those 'in the moment' treasures
- Recruit Influencers as regular 'posters' for your areas of the business and to onboard new starters





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### Viva Engage – Access via Teams

### **VIVA ENGAGE**



## IT'S TIME TO JOIN THE CONVERSATION





Journey Makers

### Acceptable Use, Community Managers & Influencers



#### THINK BEFORE YOU POST



**VIVA ENGAGE: CONNECTING COLLEAGUES THROUGH COMMUNITY** 



8. Evolve current comms to align and signpost to Viva. Lead by example

9. Bring stakeholders on the journey: consistent approach to future comms re channel of choice – right channel for right comms



#### A little communications learning: when to use Viva Engage, Teams or Email



Communicating to individuals or large groups with a message of formal content and importance. For example, organisational structure, pay negotiations, etc.



Communicating to a group of individuals you are working with collaboratively on a key event or project. Sharing thoughts, information or questions; notes or files, regarding the specific event/project.



Communicating to a wider group of people who may not be directly involved in your specific project/s and events but might have an interest in hearing more about it. For example, gossiping success, transformation updates, Glint encouragement, polls, feedback, awareness days, etc.



10. Space for the communities to grow in an agile way, nudged by leadership engagement







Posted in Manches



Nov 11 MAG colleagu

We received th although it wa staff and the P assist. Thanks

Good afternoon all you lovely MAG colleagues, Lego Phil needs you assistance, the early Sana Sł talent team are looking at new ways to communicate with the younger generation, namely under 25s. It isn't like it was in my day when it was a good old chat over a brew, they all need gadgets nowadays. I still prefer a good old chat personally, I have attached below the Irew Needham Gavin Lewis Rachel Akili beauty and fe details from MAGs Early Talent Team with a survey attached. Lego Phil & Debs would greatly are celebrating appreciate you taking a few minutes to complete i... see more



1 share • Seen by 126 •••

ur Steel Band in the CIH through until 1pm



Maxwell Crowson and 12 others

rs into our terminal on a wet and windy et the tone for the start of half term holidays.



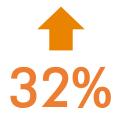
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Seen by 172 ···

### THE PROOF IS IN THE PUDDING

Since launch on 19 September 2023 (six week period of measure)







**7,500 Enabled Users** January 2023: 28% active users October 2023:60% active users Activity Counts per Month January 2023: 62,000 October 2023: 202,026



Reaction Activity Counts per Month January 2023: 650 October 2023: 5,527

# **MANANANANANANANANANANANANANANANANANA**



### THE JOURNEY FORWARD



Continue the Conversation



Learn more, look at the data, speak with the people and consider the evolving strategy



Continue to empower voices and access to information



Evolve and grow the journey: Viva Connections, Increased Influencers, Richer content





Thank you for listening and...any questions?