

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

10 STEP 'WING-IT' PLAN: STARTER FOR 10

- 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*

10 STEP 'WING-IT' PLAN: STARTER FOR 10

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

10 STEP 'WING-IT' PLAN: STARTER FOR 10

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

New communities and voices



Buy & Sell
Conversations About Files

MAG Veterans Community
Conversations About Files Events

East Midlands Airport C
Conversations About Files Events

Joined

Joined



10 STEP 'WING-IT' PLAN: STARTER FOR 10

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

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



10 STEP 'WING-IT' PLAN: STARTER FOR 10

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

Viva Engage – Access via Teams

VIVA ENGAGE



IT'S TIME TO JOIN THE CONVERSATION

We are the
Journey Makers



Acceptable Use, Community Managers & Influencers



THINK BEFORE YOU POST



- T** is it True?
- H** is it Helpful?
- I** is it Inspiring?
- N** is it Nice?
- K** is it Kindly worded?

VIVA ENGAGE: CONNECTING COLLEAGUES THROUGH COMMUNITY

10 STEP 'WING-IT' PLAN: STARTER FOR 10

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 STEP 'WING-IT' PLAN: STARTER FOR 10

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

New com



Philip Jagger

Oct 31

Seen by 172 ...

Seen by 23 ...

Posted in Manches



Philip J.

Sep 28

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



Sana S

Nov 11

MAG colleagu
beauty and fe
are celebratin



Good afternoon all you lovely MAG colleagues, Lego Phil needs you assistance, the early 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 details from MAGs Early Talent Team with a survey attached. Lego Phil & Debs would greatly appreciate you taking a few minutes to complete i... see more



ur Steel Band in the CIH through until 1pm
[Brew Needham Gavin Lewis Rachel Akili](#)

1 share • Seen by 126 ...



👍 ❤️ 🥳 Maxwell Crowson and 12 others

❤️ 👍 3

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

THE PROOF IS IN THE PUDDING

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



↑
32%

7,500 Enabled Users
January 2023: 28% active users
October 2023: 60% active users

↑
300%

Activity Counts per Month
January 2023: 62,000
October 2023: 202,026

↑
750%

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



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



Growing Everyday

Thank you for listening
and...any questions?