

Herding cats

**Making leadership visible,
accessible and actively
involved**



He Kaupare. He Manaaki. He Whakaora.
Prevention. Care. Recovery.



Introduction

Me



- Sam Parker
- Channels & Content Lead
- Internal Comms Team
- Not a kiwi!

ACC



- Accident Compensation Corporation
- We help prevent injuries and get New Zealanders and visitors back to everyday life if they've had an accident.
- Our purpose is to improve lives every day through a focus on prevention, care, and recovery for all people in Aotearoa New Zealand who are affected by injury.

Background

Why we chose Viva Engage

- Engagement survey feedback – more two-way communication and visibility of leaders.
- Viva Engage is tailor made for this!
- We didn't have any analytics or way of measuring our engagement.
- Viva Engage provided an opportunity for this too!



Buy In

How we got executive approval

- Business case highlighting benefits.
- Positioned it as a solution for them to meet the needs of our people highlighted in the employee engagement survey.
- Shared stats from the SWOOP benchmarking report.
- Shared some of SWOOP's case studies from other NZ orgs.
- Presented business case at an Executive meeting.
- They all bought in!



Approach

What we got our executive to sign up to

- Provided each executive member with a recommended approach document.
- Proposed moving the Chief Exec weekly update from email to Viva Engage and share as an announcement.
- Recommended other exec members post at least twice a month in our All Company feed.
- Recommended they post weekly to their business groups.
- Included practical tips on:
 - How to access Viva Engage
 - How and where to post
 - What kind of things to post
 - The 1,2,3 rule



Implementation

Step 1 – Chief Exec support & roll out

- 1:1 tutorial with the Chief Exec
- We rolled out the new Chief Exec updates first
- They outlined what our people could expect to see moving forward and encouraged engagement
- After a month we pulled together analytics and used this to highlight benefits
- CE was fully bought in and started to champion Viva Engage to her exec team



Implementation

Step 2 – Exec Team support

- I then ran face-to-face workshop sessions with other Exec members and their leadership teams.
- Talked through the approach document we provided.
- Practical hands on run through of the platform and how to use it.
- Bookmarked it in their browsers.
- Helped them download the app to their mobile devices.
- Answered any questions and concerns.



Implementation

Step 3 – Business group roll out

- Created and populated specific business group communities
- Launched these with intro posts from each Exec member explaining what the communities were for and an engagement activity to get people immediately involved
- **Business partner model:**
 - Each internal comms team member partners a business group
 - Advise and support Exec and leadership teams on opportunities for posting
 - I do same for Chief Exec



Impact

What are we seeing so far?

People Reached 6,235

(viewed content)

People Engaged 3,107

(reacted, commented or posted)

People Posted 464

(created and shared posts)

Total Engagements 63,570

(Reactions 89%, Comments 8%, Posts 3%)

Total Posts 2,134

Total Exec Posts 205

Our engagement rate is 50%

Your engagement rate (ratio of people engaged to people reached) is higher than **66%** of similar organisations.



Trending Positive

70% Positive | 21% Neutral | 8% Negative



Challenges

We're not there yet!

- Fully adopted by 33% of our Exec, 33% use intermittently and 33% very rarely.
- There's reluctance to adopt from the next leadership tier down.
- We still have to write posts at times – not fully organic.
- We still have to identify opportunities for posts, constantly send reminders and chase things up.
- Have to work hard to get them to respond and react.



Final thoughts...

Herding cats!



Questions?



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