

Connected Organisation: RE²AL Insights

The Context:

Even before the pandemic we knew that three in four employees wanted more opportunities to have their voice heard more often than once a year.⁽¹⁾ We also know that 40% of employees say that a lack of forums prevents them from being listened to in their organisation.⁽²⁾

The Impact:

Employees that feel listened to are nearly 5x more likely to feel empowered to perform to the best of their abilities.⁽³⁾ Research has also shown that people who are listened to feel more connected and have stronger social relationships. In turn, they are known to be more resilient to changing demands. With ongoing unpredictability and uncertainty, the level of employee resilience to change will surely continue to be challenged in 2021.

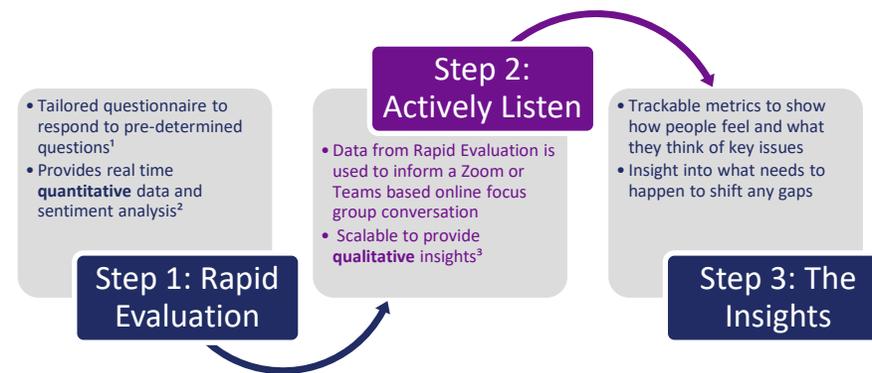
The Question:

To grow trust, build stronger relationships and foster collaboration requires a shift in communications from informing to having conversations. As a leader, **how confident are you** that your approach to communication makes all your people feel included, listened to and connected? If you're not, is this a risk to managing change and unlocking higher performance that you are prepared to take?

1. Qualtrics, 2019
2. Hult Ashridge, Speaking Truth to Power, Summer 2019
3. Salesforce.com, 2019

The Solution:

Our RE²AL Insights process has its roots in political research and strategy. By connecting a tailored online survey with Zoom or Teams, we seamlessly **Rapidly Engage** people by asking questions that **Evaluates** what they really think and how they feel about things. This is then followed by a facilitated conversation where we **Actively Listen** to understand and gain insight into what's behind their views.



1. Each questionnaire will focus on assessing audience reactions to issues and messages
2. The RE²AL Insights process allows us to capture written from participants.
3. Minimum number of participants is ideally no less than 10, but the REAL Insights process can be scaled for simultaneous involvement with an unlimited number of people (subject to additional fees)

When you might use it:

Our goal is for you to **Rapidly Engage** *to* Evaluate and **Actively Listen** to your people and use the insight you gain from them to make better decisions when it comes to engaging your people with your brand, your strategy and your business.

You may want to think about using our insight based approach:

- To compliment the data you get from your existing employee survey(s) with real insight into what is behind the numbers so that you can then focus on what you really need to do (as opposed to everything).
- To rigorously test how your people might feel about a strategic message or initiative before, during and after you communicate it company-wide; and use the insight to adapt the message so that it resonates and engages people.
- To involve your people in the development and creation of new product and service initiatives – and this could include both customer and employee propositions (such as HR benefits and internal communication channels).