

Case Study – The Fuller Life, Employee Engagement

Company: A global player in technology services and consulting

The Business Need

The client has a Counselor Framework in place, which for the most part, is not optimised by employees. The client felt the need to bring awareness to this initiative and ensure that employees made use of it and approached the Counselor allotted to them.

The TFL Business Solution

We suggested a course of action that included a host of activities across various media. It involved:

- A communication exercise using different media (online, floor announcements), rather than a series of ppts about the Framework
- Integrating the key theme of 'Connect' from the Counselor Framework into the strategy for the activities, working out options around this theme and executing them from start to finish

Execution

The plan began with generating hype for this communication exercise by creating exciting online activities. Employees had to take an online treasure hunt which reiterated the Framework that was in place.

Floor activities – announcements and games on the floor, were conducted over a week at 10 client locations in 6 cities. These were deployed in 3 parts – an energiser game to get employees interested, an introduction to the Counseling Framework by an existent, in-touch pair within the organisation, followed by another game that got employees to work as a team to compete with other teams.

This was followed by another online application where employees could vote for their Counselors and rate them based on their interaction with them.

Results

- The exercise brought about an awareness of the initiative and resulted in a significant increase in the number of employees who reached out to their Counselors.
- The online activities recorded about 6,000 hits.
- Over 6, 500 people took part in the games on the floor.
- Client could identify its most competent mentors within the system by means of the voting application.