



## **Outsourced Employee Engagements – Clubs Structure**

Read how we ensured that we create a platform to bring all the employee engagement initiatives of the company under one umbrella.

**Client:** R&D division of a global technology giant

**Workforce Size:** 2000+ employees

### **The Business Need**

***“People expect more from workplaces than just work.”***

This truth, coupled with the increasing expectations has resulted in people expecting the world from their workplaces. Community efforts are a scalable means to cater to that requirement.

They can have the effect of getting employees to

- a. Follow their interests and establish a work life balance
- b. Interact with their fellow employees and
- c. Therefore feel more engaged with their workplace

It is also a democratic effort that will clearly cater to the employee as internal customer.

### **The TFL Business Solution**

To create & run a clubs structure which will have

- a. A core team (representatives from Admin, Finance, HR, MarComm) that oversees the entire effort. TFL will work with this core team to calendarize and deploy activities under each club
- b. Clubs that work in each area. Each club consists of interested folks
- c. Specific points of contact (SPOCs) for each club
- d. The Fuller Life to support the core committee as well as the club owners centrally to run this entire initiative by
  - Providing thought leadership while framing plans (incl activity ideation and inputs based on industry experience)
  - Holding the plan together right from budgets to comms to execution & reporting

## **Execution**

1. Engagement roadmap decided annually in consultation with each club
2. Shortlisting of activities and allocation of budgets
3. Quarterly roll-outs of plans, in which the nitty-gritty's are ironed out w.r.t. deployment
4. TFL to liaise with every function (Admin, Facilities, HR, MarComm) to ensure that the roadmap is delivered on time and on budget
5. Reporting at the end of the quarter, with learnings from the quarter fine tuning the next quarter's plan

## **Results**

1. A sticky engaged workforce
2. Ranked amongst the Top 10 companies to work for in 2009 & 2010 by Great Place To Work Institute India
3. Over 23,492 instances of employee contacts as of July 2010 & counting