

- Putting Employee Engagement
at the Heart of Travel Plans -

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- **Carbonhalo** -
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Carbonhalo

Carbonhalo specialises in:

- Behaviour change
- Employee engagement

Delivered through:

- Providing simple, imaginative training
- Facilitating engagement processes

Outline of Session

1. Engagement: principles and process
2. Spotlight on engagement process
3. Creativity in consultation, incentives and communications

Three Reasons for Resistance

People will resist change because:

1. they misunderstand the change, or have rational objections to it
2. they fear the personal consequences
3. they have an innate mistrust of change
i.e. they think there is an ulterior motive or have had bad experiences in the past.

Three Reasons for Resistance

People will resist change because:

1. they misunderstand the change or have rational objections to it **Understanding**
2. they fear the personal consequences **Benefits**
3. they have an innate mistrust of change i.e. they think there is another motive or have had bad experiences in the past. **Trust**

Three Keys to Change

People will be open to change if:

- they understand the reasons the change needs to be made
- they can see the benefit it will bring to them personally
- they trust the person who is asking.

Once upon a time...

Principles of engagement

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Process of engagement

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Principles of Engagement

- **Investing time now leads to future success**
- **Engagement develops organisational capacity**
- **Leading by example delivers results**
- **Humans respond to humanity and sensitivity**
- **Honesty and transparency at all times**

Process of Engagement

1. Identify your organisation's needs
2. Action planning to meet those needs

Consultation Methods

- Guerrilla photo journalists
- 3D mapping with flags
- Walking tour with senior staff member
- Peer to peer vox pop interviews
- 'If I ran the world' suggestion box
- Big brother video booth
- Graffiti wall

Incentives

- Weekend at an eco hotel
- Time off to do voluntary work
- Possibility of attending award dinner
- Chance to win electric moped
- Green changing-rooms style makeover
- Vouchers for 'locally sourcing' restaurant
- Promotion, bonus, extra holiday
- Increased home working time

Creative Communications

Read: emails, minutes, notices, post its, intranet, info screens, menus, wage slips, lift and loo doors, plant pots, newsletters, press, mugs, texts, t-shirts

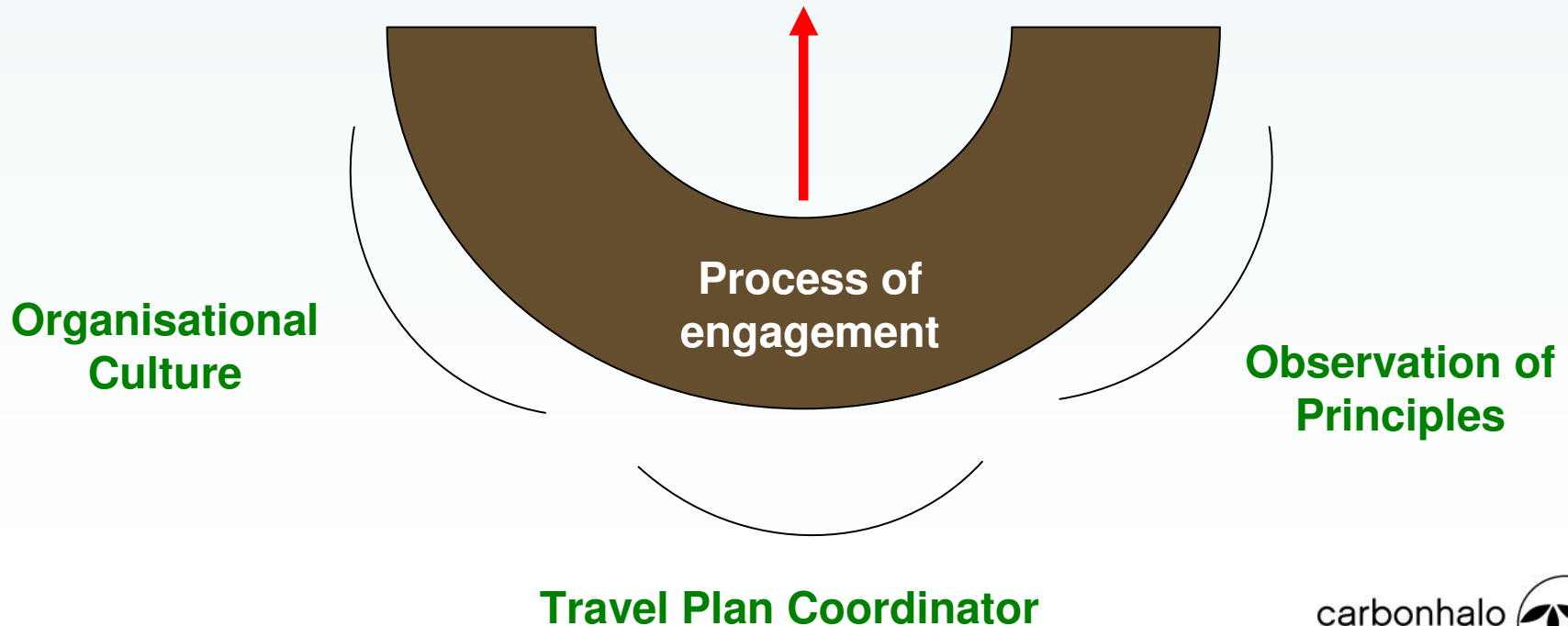
Heard: informal chats, presentations, events, gossip, training, meetings, radio

Seen: photos, YouTube, TV, in person, photo messages, intranet, pop-up stands

And they all lived...

Greener, more efficient, happier organisation

Travel choice changes by a significant proportion of staff



Thank you.

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