

6 STRATEGIES TO *ENGAGE EMPLOYEES IN THE CHANGE*

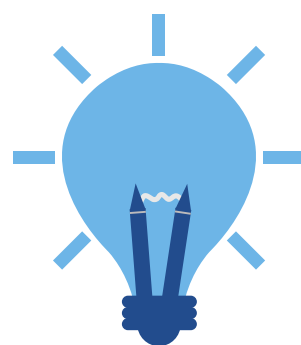


INFLUENCER VIDEO TESTIMONIALS

Build confidence by sharing video testimonials from trusted influencers who are not sponsors of the change. Look for mid-level leaders and those who may not have a formal leadership role but whose opinion matters to others.

CROWDSOURCING

Invite creative thinking of employees throughout the change. This can come from suggestion boxes, surveys, or team conversations with their leaders. Be ready to respond to comments & give credit where credit is due!

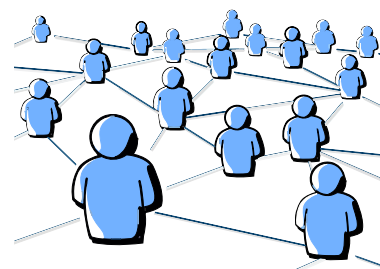


OPEN FEEDBACK FORUMS

From townhalls to team meetings, let employees know it is OK to ask questions and to make suggestions throughout the change. You must create the space for this and ask for or invite the questions..

CHANGE AGENT NETWORKS

Consistently convene opinion leaders across the organization, with representation across geographies, functions and various leadership levels. Have them carry the message to their peers/teams and bring back their feedback.

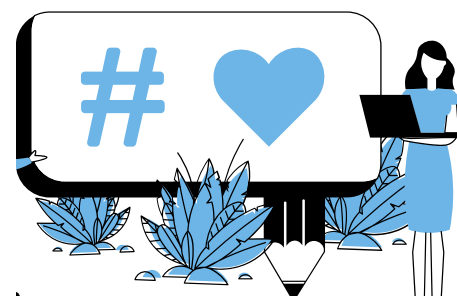


SAMPLE THE FUTURE

Conduct roadshows or demos of new processes and technologies. Set up a hands-on lab for people to try out the new software! Or create examples of new workspace environments, from floor plans to color swatches

SOCIAL MEDIA & GAMIFICATION

Stir up friendly competition with games, challenges and contests on social media and websites. Get people talking about the change and amp up excitement around what is coming! Choose winners based on completion of readiness tasks and participation levels.



**WHAT ARE YOU WAITING FOR?
ENGAGE EMPLOYEES EARLY AND OFTEN!**