

Engineering company solves the engagement equation and secures 89% staff participation in new resilience program



KEY RESULTS



THE CHALLENGE

Every business struggles with staff participation when launching wellbeing programs. By now it is well understood that the “If you build it, they will come” approach is not effective enough to engage employees.

This is particularly the case with digital solutions that are needed to reach geographically diverse audiences.

This global engineering group wanted a scalable way to measurably improve staff resilience.

With staff located in both office environments and remote locations, they needed a solution that could:

- reach everyone,
- self-motivate staff to work on their resilience, and
- provide a way for management to both monitor and support success.

Driven took up the challenge.



Driven - hellodriven.com

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APPROACH

Building on a clear understanding of the requirements, we developed *four work streams* to achieve a measurably successful outcome.

1. Culture Integration

The first step was to ensure the training course and platform suited the culture of the organisation. Our platform can tailor language to the audience, ranging from students, athletes, job seekers, professionals, and more.

With the context locked in for professionals, we started with tailoring the look and feel. Using the in-built *white labelling* ability of Driven, we added in the corporate colours, logo, and customised engagement messages and content to suit the audience.

Following a thorough pre-flight readiness check, we were all set for launch.

2. Staged Communications

Tone from the top is critical for engagement. If people do not see their leaders fully supporting a wellness program, then there is no reason for staff to take the program seriously.

To guide the various levels of leadership through the process of engaging staff to launch the program, we provided a comprehensive *Launch Guide*, setting out in detail the timing of messages alongside suggested content and talking points.

This comms strategy was coordinated through the project sponsor with a timeline aimed at program launch.

Virtual Coaching

Staff invited to the program gained access to the comprehensive *Driven Resilience Training Program*. Working on a cutting edge virtual coaching platform, staff covered the six domains of resilience – *Vision, Composure, Reasoning, Tenacity, Collaboration, and Health*.

Short daily tasks were employed to develop new healthy habits and embed learning. This interactive style of delivery keeps staff motivated, and as the training is prioritised based on their own specific needs, staff start to see the benefits straight away as they put their new skills into practice.

This same approach can be adapted and deployed at any organisation, providing an effective template to achieve high participation and strong cultural change in even the largest organisations.

3. Automated Engagement Campaign

On launch day, we kicked off an automated email engagement campaign. Each participant received a personal invitation that provides *instant no-password access* to the resilience training.

Automation meant that the system automatically followed up with people who have not yet completed, while also informing managers (with at least 5 staff) along the way of overall participation rates (de-identified to preserve staff confidentiality).

The campaign ran for two weeks, with some regions and offices launching separate campaigns as needed. In all, launches took place in 15 countries.

4. Empowering Managers

With tone from the top all set and ongoing automated system engagement running, it was now time to add the third pillar of ongoing engagement – empowered managers.

Each manager with at least five participants received a de-identified *Team Resilience Report* alongside guidelines on how to discuss resilience with their staff.

Leadership communications also provided further encouragement for managers to actively engage with staff about their resilience, making it a regular item for staff meetings to embed a shared language about resilience and foster mutual support and acceptance.



RESULTS

The enthusiastic endorsement from leadership lit a spark in the business, motivating everyone to invest in the program and make it a success.

Record-breaking Participation

Following the launch campaigns, **89%** of staff initiated their participation in the program. This marked a major achievement, reaching engagement far beyond previous programs implemented by this company.

A key benefit of this level of participation is the cultural insight achieved through data collected. Through de-identified reports, management gained visibility of areas at risk, as well as pockets of strength to learn from.

This investment in data provides the basis for ongoing analytics to produce a more motivated and resilient workforce. For example, **5 departments** showed resilience scores that indicated a **high retention risk**. The company found that they scored overall **5%** below the Driven resilience benchmark, highlighting the importance of the work ahead.

A Resilience Boost

Six months later, a refresh campaign was launched to track progress. The refresh campaign found that **91%** of active participants improved their resilience scores. Here, participants saw resilience scores increase by **20%**.

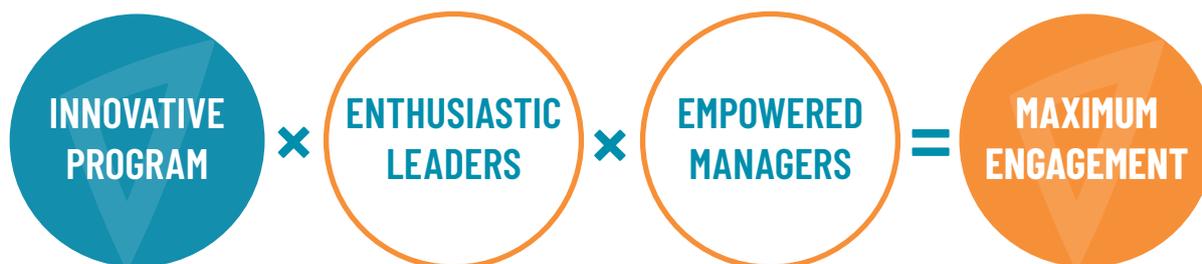
The analysis found that overall people completed on average **10 weeks'** worth of resilience-building activities. Since the virtual coaching platform automatically prioritises activities based on individual scores, this means that nearly all staff worked on their highest needs areas to achieve an effective resilience boost.

Key analytics pieces were produced to further explore opportunities in the workforce and calculate ROI of the program, laying a foundation for further expansion to multiply the impact throughout the organisation.



So, where did the enthusiasm of the leaders come from? It came from the leaders seeing an innovative resilience program combined with an approach that they can believe in.

This is the key to solve the **engagement equation**. This is the pathway we can help you solve to achieve maximum engagement, effectiveness and longevity with your wellness portfolio:



SAY HELLO DRIVEN

Driven is an AI-powered virtual coaching platform. Across industries, Driven helps companies deliver scalable and engaging online resilience training for people.

Want to see measurable results? Get in touch at info@hellodriven.com



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