

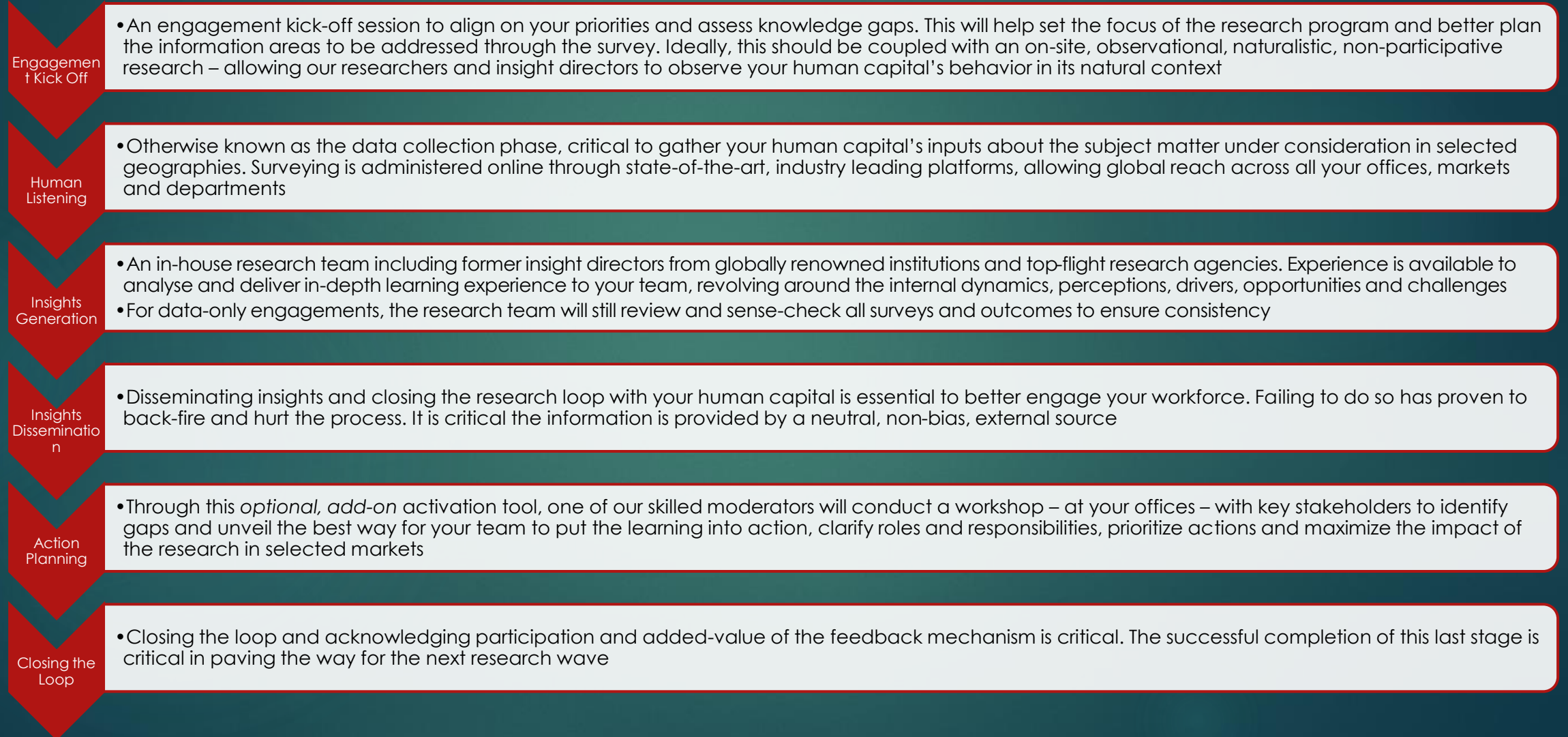


THE STAKEHOLDER MANAGEMENT GROUP

THE EMPLOYMENT SPECTRUM SPECIALISTS

RECRUIT. MEASURE. OUTPERFORM.

A six-phased proven model to measure, manage, engage and action your human capital insights



Our Research Engagement Model

Phase 1: Engagement Kick Off (1/2)



ILLUSTRATIVE



SMG Core Team Members



Your Core Team Members



We recommend attendance from a cross-functional team in order to ensure a comprehensive understanding of current knowledge and assumptions

▶ Proposed Kick Off Agenda

Introduce our engagement success core team members

Introduce your core team and other involved stakeholders

Refine and align on engagement scope and objectives

Review engagement approach and research methodology

Share any existing and relevant materials from the client for markets in scope

Review and agree on engagement timelines

Schedule progress review meetings to ensure alignment and regular feedback

Discuss immediate next steps

Our Research Engagement Model

Phase 1: Engagement Kick Off (2/2)



- ▶ In order to ensure successful implementation and generation of reliable and robust insights, it is a best practice to ensure continuous and sustained internal communications efforts
- ▶ At SMG, we support the “Internal Communications Leader” in developing specific material to draw your staff’s attention to the upcoming survey across different but complementary channels:
 - Eye-catching, informative, and compelling posters
 - Emails to be circulated to all employees at specific intervals
 - Texts (SMS / WhatsApp) to be dispatched to all
 - These techniques have proven to boost and sustain participation rates



Our Research Engagement Model

Phase 2: Human Capital Listening (1/3)



- ▶ Listening to your human capital comes through a carefully planned primary research exercise (PMR) in the form of a quantitative survey administered in selected, in-scope markets
- ▶ Depending on the area being explored, surveys are expected to last between 5 and 12 min
- ▶ Surveying is administered online through state-of-the-art, industry leading platforms, allowing global reach across all your offices, markets and departments
- ▶ Since we also believe in unveiling the why...not just the how much, we will be recommending – in special cases – a qualitative research exercise component in the form of:
 1. Face-to-face in-depth interviews (IDIs) or mini focus group discussions (MFGDs) or
 2. Online, anonymized bulleting boards and human capital communities

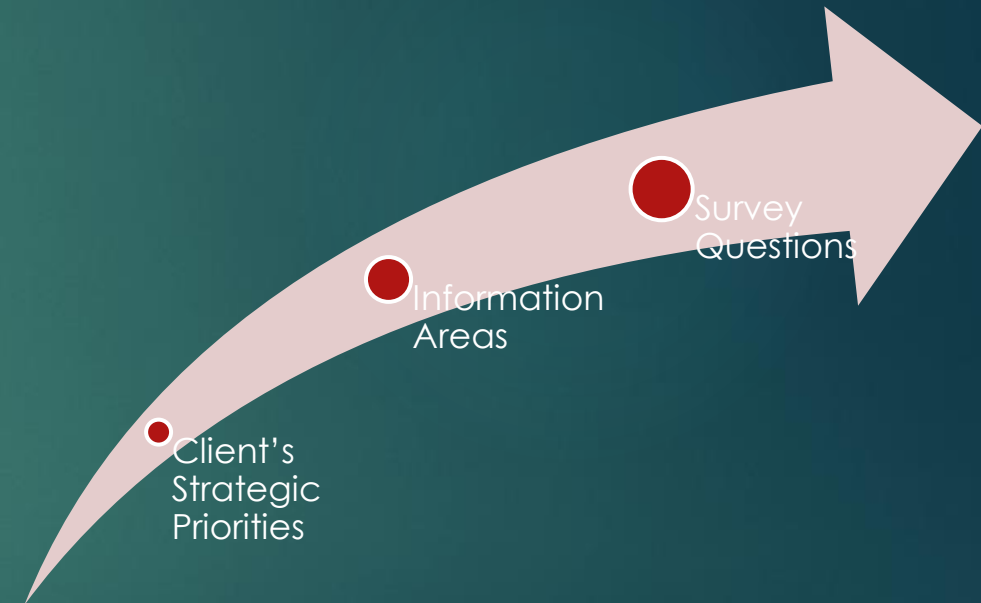


Our Research Engagement Model

Phase 2: Human Capital Listening (2/3)



- ▶ Based on years of experience, our experts will:
 1. Identify your strategic objective based on your organizations priorities
 2. Translate those objectives into information areas and white spaces
 3. Develop and phrase the related questions needed to answer those objectives
- ▶ Alignment is critical to the success of such an engagement

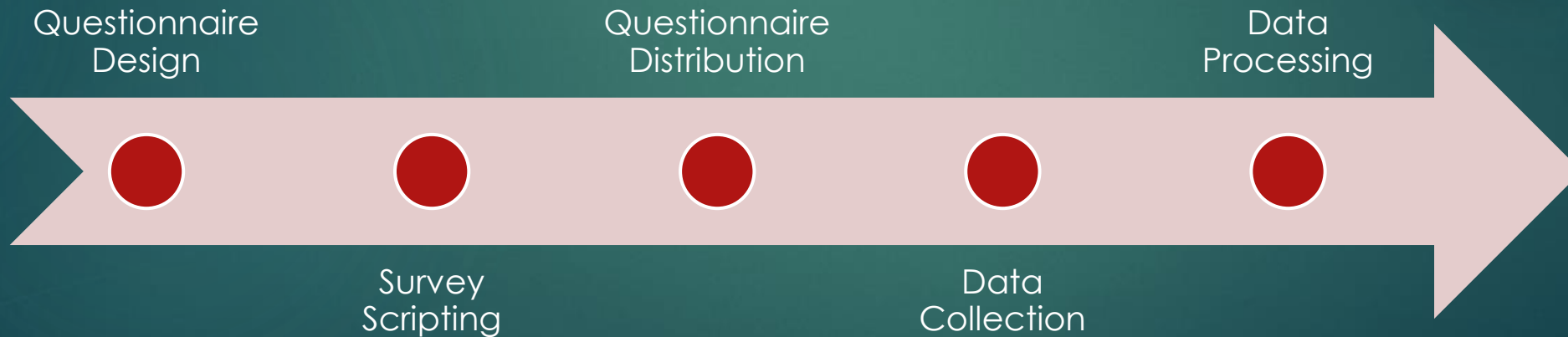


Our Research Engagement Model

Phase 2: Human Capital Listening (2/3)



- ▶ We handle all the steps required to design, script and distribute the survey as well as collect and process the data, across all selected, in-scope markets and geographies
- ▶ The process is standardized, drawing on years of research and insight management best practices



Our Research Engagement Model

Phases 3: Insights Generation



- ▶ A flexi plan through a number of client-friendly options, made available to all team members – thus maximizing engagement and buy-in



Frequency Tables
The most basic of our deliverables, consisting of tables outlining the number of occurrences / frequency of distinct values distributed within a given period of time in a tabular representation




Full PowerPoint Report
A full analysis of the collected data (i) unveiling similarities, variances, and trends and (ii) outlining the significant insights as extracted from the researched subject matter



Scorecards
Based on the "signal light" philosophy, helps in identifying and quickly flashing improvement areas for quick actions

PERFORMANCE METRIC	CURRENT YEAR	PREVIOUS YEAR	TREND	STATUS
Identify the support to patients within 30 minutes from our communications center	97%	100%	Decline	🔴
Reduce travel and transport and transport costs to a level one trauma medical facility within 10 minutes from our communications center	100%	100%	Stable	🟢
Improvement of time to admission within 30 minutes from our communications center	96%	100%	Decline	🔴
Emergency response readiness above 70%	80%	84%	Decline	🔴
Reduce in our dispatch center the total call for 50% of all	99%	99%	Improve	🟢



Infographics
By leveraging on graphical representation of information, we aim at (1) improving our client's cognition, (2) enhancing the human visual capability to detect patterns and trends, and (3) turning the subject into a captivating, visually-compelling, story-telling experience







Interactive Dashboard
A data management and visualization tool that assists in monitoring, tracking, and displaying key business indicators while allowing users to interact with the data, thus enabling a more-informed decision-making process

Our Research Engagement Model

Phase 4: Insights Dissemination



- ▶ A structured, yet flexible approach to disseminate the research outcomes to key stakeholders with the objective of creating a dialogue, improving communication and optimizing engagement

	<p>Employees will receive a consolidated report detailing the organization's engagement levels and workstyle preferences</p> <p>The report will include insight on how to optimize engagement and will outline opportunities to improve communication with line managers</p>
	<p>Managers will receive a consolidated report detailing the organization's engagement levels and workstyle preferences</p> <p>The report will include (1) pointers for follow-up meetings / discussions and (2) insight on how to optimize engagement with employees</p>
	<p>HR Department will receive – on top of the above – a more detailed, in-depth action plan with a roadmap for an effective implementation of engagement development strategy</p>
	<p>Top Management will receive a concise summary of finding including a learnings synthesis as well as key highlights of the action plan</p>

Our Research Engagement Model

Phase 5: Action Planning (1/4)



- ▶ Based on the data collected, our experts will develop action plans at multiple levels, mainly:

Global Level

- Global level aligned to the company's overall direction
- Critical to remain focused and identify 2-3 key business goals to be achieved over the next 3-6 months. It is more effective to achieve a lesser number of goals than launch a number of initiatives which would remain unachieved, creating a sense of frustration amongst your staff, disrupting your engagement framework and affecting your credibility

Regional / Local Levels

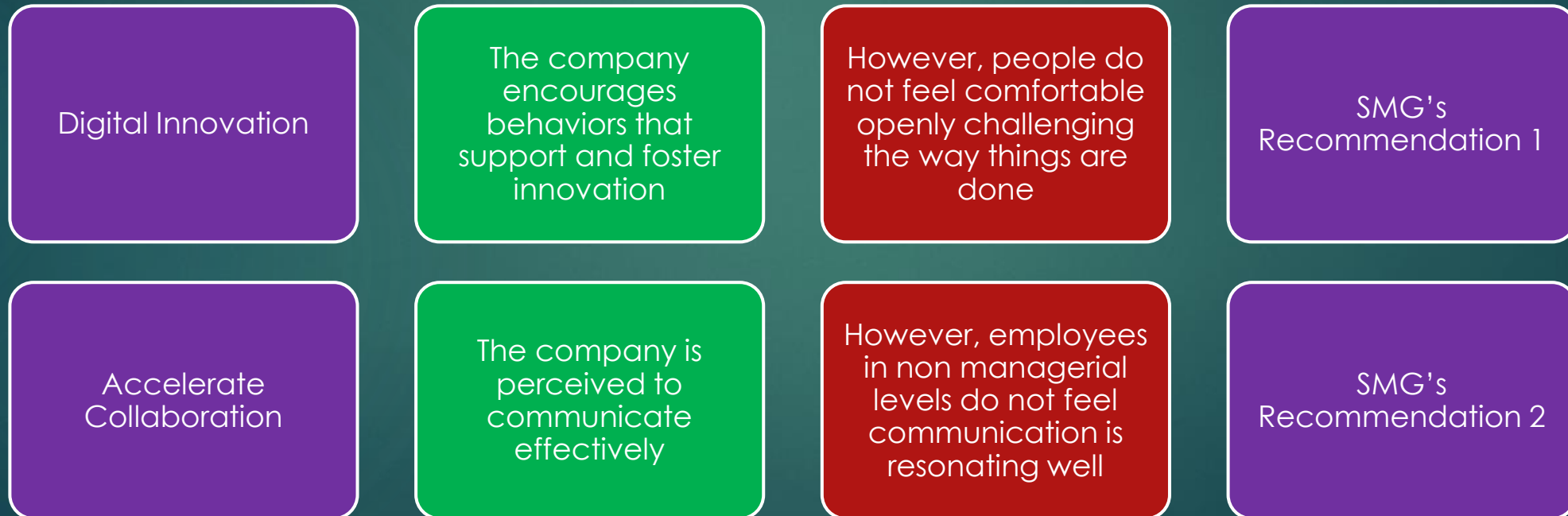
- Any Regional / Local Business Unit or Department Manager with more than 5 responses shall get access to the data to create a localized and focused action plan

Our Research Engagement Model

Phase 5: Action Planning (2/4)



- ▶ A process that links back the client's strategic priorities to the insights as generated through the research engagement by identifying strengths and opportunities for improvement



Our Research Engagement Model

Phase 5: Action Planning (3/4)



ILLUSTRATIVE



▶ Proposed APW Agenda (~1 day):

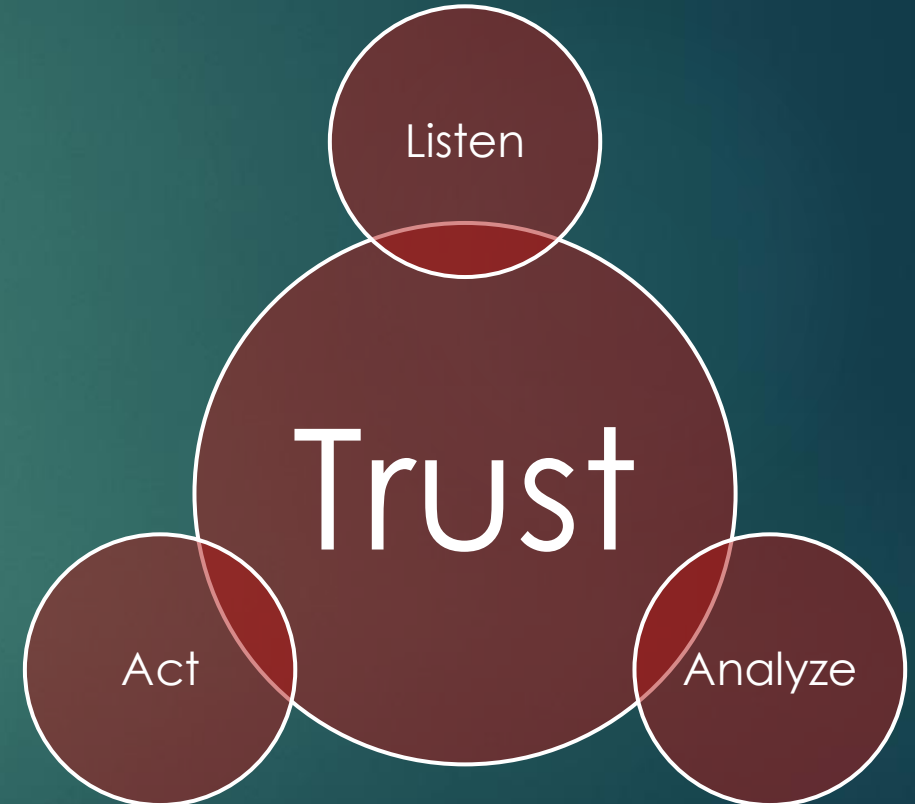
- Review the findings identified through the previous phases across all departments, teams and selected offices (markets)
- Share a view on the areas of focus and key strengths and weaknesses requiring immediate action
- Discuss set of high level recommendations on human capital strategy for the countries in-scope
- Facilitate the discussion to unveil the best way for your team to put the learning into action by clarifying roles and responsibilities, prioritizing actions and maximizing the impact of the research

Our Research Engagement Model

Phase 5: Action Planning (4/4)



- ▶ Translating human capital feedback into sound analysis and meaningful and effective action relies on a key element, Trust
- ▶ Trust is the glue that unites and brings those three pillars together
- ▶ But how do you inspire and encourage participation and how do you create trust?
- ▶ Trust is created by putting in place a continuous feedback loop allowing us to update employees on progress - phase by phase
- ▶ Trust is also fueled by transparency, transparent about the process and transparency about the outcomes. Transparency is the best cure against “survey fatigue”



Our Research Engagement Model

Phase 6: Closing the Loop



Acknowledge Participation

Thank you posters

Thank you email

Thank you SMS / WhatsApp

Share the Global Action Plan (GAP)

Plan Next Survey

Continuous tracker within 6-12 months

Pulse surveys to deep dive into specific areas or pain points



Where does your business need more support? We offer a broad range of services and packages tailored to your needs. You can reach us via email at info@stakeholdermanagement.net

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