

Collaborative Staff Action Planning

GOVERNMENT OF CANADA

WHO

Department of Public Services and Procurement Pacific Region used Ethelo to engage more than 400 staff.

GOAL

Create a pragmatic and broadly supported action plan to address key challenges faced for each of 4 departments.

HOW

The Ethelo platform hosted a 10-day online collaboration between staff and management

OUTCOME

Four highly optimized, departmental plans, increased communication and better informed staff

The Government of Canada conducts a government-wide Public Service Employee Survey (PSES) every 3 years, engaging staff throughout the public service in giving feedback on their workplace and job satisfaction. These “Pulse Check” type surveys are done through the Office of the Chief Human Resources Office (Treasury Board of Canada Secretariat) in collaborations with Statistics Canada. The data produced is extremely reliable and well segmented. However, it can take a long time for well-structured plans to be formulated to address issues that are identified.

BACKGROUND & APPROACH

ETHELO HOSTED A 10-DAY ONLINE COLLABORATION BETWEEN STAFF & MANAGEMENT

Ethelo's platform engaged the staff in evaluating the items and shortlisting them down to a specific set of actions that would have the greatest impact, feasibility and support given the operating constraints.

Ethelo collaborated with the management team through a process of defining the consultation parameters and content, in order to present well-defined action items clearly to staff for their inputs and ratings. Each action item was objectively evaluated for feasibility and impact. The purpose of this was to enable Ethelo to identify action plans which had high overall quality and pragmatism. *It was decided early on that participation should be anonymous, to maximize contribution.*

HOW ETHELO'S CAPABILITIES HELP SHAPE THE CONSULTATION:

AUTHENTIC COLLABORATION

The Pacific Region's senior management saw the need for authentic engagement as critical to the success of any action plan. The combination of a truly collaborative approach and the platform's capabilities allowed for:

- Increased staff buy-in and unity through open dialogue and social-media style conversations
- Integration of new ideas from staff to final action plans
- Increased trust through transparency and the publication of interim results
- Information sharing and stronger understanding about each option
- Deep insight into the viability of options, drawn

One of the major contributions of the platform was to enable joint plan ownership between employees and management.

PROCESS

MORE THAN A SURVEY

The staff action plan consultation utilized the three ways Ethelo helps capture, share and shape knowledge, in the process of solving a problem.

1

BACKGROUND INFORMATION

Each option was accompanied by a description that could be expanded to describe the option and reveal media, links or facts the participant may not have been aware of.

2

DISCUSSION FORUM

Participants could share their analysis and options about the various options, and learn from each other. They could reply to and like other's comments, as conversational threads emerged. This enabled all options to be thoroughly and transparently discussed.

3

QUANTITATIVE EVALUATION

Each participant was able to rate each option on a nine-point scale which allowed measurable insight into the level and diversity of support or opposition.



RESULTS

OVER 1000 “LIKES” WERE GENERATED

Ethelo delivered on the two prime objectives: the creation of staff action plans, and high levels of staff unity and buy-in

CONVERSATION DYNAMICS

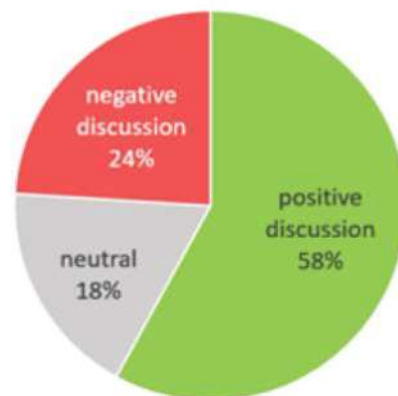
On average, each participant posted over 7 comments, and over 1000 “likes” were generated. 8% of comments had replies. Almost 60% of all comments attracted likes from other participants,, with over 2 likes per comment on average.

DISCUSSION QUALITY

The quality of the discussion also proved to be a critical part of the success. Ethelo analyzed the comments and replies for each Action Item, to then provide management with conversation tone analysis that underpinned many of the ratings. Even though participation was anonymous, there were no requests for moderator intervention, and the overall tone was positive.

ACTION PLANS CREATED

Ethelo’s algorithm analyzed over 2 billion (2^31) potential combinations of action items, in advance of the online consultation. It applied the pre-agreed criteria developed in conjunction with the management team, for action plan viability (overall benefit, overall feasibility and current activity) and identified just under 7,000 viable scenarios.



PARTICIPANT FEEDBACK

THE STAFF CLEARLY ENJOYED THE PROCESS

*“ I liked that this wasn't simply a "rate from 1-10" exercise.
Great to be able to see input from colleagues.*

“ I appreciated the ability to add comments for clarification.

*“ I like that we are actually being asked what we
think and the comments forum to hear what
our colleagues think is great!*

AFTER THE CONSULTATION

At the time of writing this case, the action plans are about to be executed. Furthermore, Ethelo is being presented by internal Government sponsors at a Deputy Minister level meeting in November 2016.

"Management saw the staff engagement process deliver optimal action plans, and highlighted transparency and inclusivity as notable elements within the process. These were appreciated as major platform contributions to joint plan ownership between employees and management."

Documented results observation

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