

Excellence Awards - 2024 Entry
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Entry ID: 15378

Third Party Authorization

Are you entering on behalf of, or
in association with, any third
party?: No

Basic Information

Category:

02. Internal Communications or Employee Engagement Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation):

Bank of Ireland - Internal Communications & Engagement

Entry title:

Bank of Ireland Helping you Thrive engagement campaign

Entry Text:

In 2023, Bank of Ireland launched a bold, new strategy – designed to maximise our unique potential and built around three pillars: to form stronger customer relationships, a simpler business and a more sustainable company.

Our challenge in Communication & Engagement (C&E) was to bring this strategy to a life in a way that would not only engage and inspire our colleagues – but drive them to take personal action.

And, because we love a challenge, we encouraged the Senior Leadership to let us leverage the opportunity to launch a refreshed Purpose and Values. What follows is the story of how the C&E team partnered with the business to do just that.

Objective

Broken into five stages – Plan, Launch, Understand, Embed and Inspire – with overall objective to:

- Share an engaging future vision, with a call to contribute, act and advocate.
- Help colleagues understand our strategy and their role within it.
- Build pride in the organisation through our refreshed Purpose and Values.

- Help the business become stronger, simpler and sustainable.

Delivery

- Sharpening our Purpose: Our Purpose defines why we exist - why we do what we do.

It is expressed through our Values, experienced in our culture and delivered through our Strategy. When refreshing our Strategy, there was an opportunity to review our existing Purpose. We reflected on our relationship with shareholders, and the impact we make on customers and wider society.

We wanted a Purpose that reflected all those that we engage with. The word Thrive is powerful and motivating. We help customers and businesses thrive every day, and we help each other realise opportunities to build careers, to learn and to thrive. So, we've sharpened our Purpose – Helping you Thrive.

- Updating our Values: Our previous Values guided how we show up for each other and how we deliver for our customers. And we are a better organisation for it – but the world has evolved and so too has how we deliver within it. We held focus groups with colleagues from across the business to understand how our Values are informing behaviours and actions. Through their feedback, we developed four new Values: Customer First, Better Together, Take Ownership, and Be Decisive.

- Launching our new strategy to colleagues

Colleague events:

We launched the strategy to colleagues via a special virtual event experience, building a studio in our Dublin office, where colleagues from across the Group joined live.

Post launch day, we held a Helping you Thrive Summit in Dublin, the first time the Bank's People Managers from across Ireland and the UK came together in-person.

Channel and content creation: New internal channels and tailored content to inspire and energise colleagues:

- Strategy Booklet – a playbook bringing colleagues through the journey of creating and launching our Strategy
- Strategy Connect – a new content series aiming to connect colleagues to strategic progress, upcoming deliverables, and challenges/focus areas
- Strategy Hub – a one-stop for all Strategy related material

Customer and colleague spotlights: creation of a video series, showcasing customers and colleagues who are truly living our Purpose. Each video was hosted by a Leader.

Creation of Thrivetown: An innovative gaming experience to bring our Purpose and Values to life. Our 'Thrivetown' intervention focused on the power of conversations. Held in teams and small groups, Thrivetown was rolled-out across the organisation with over 400 sessions held (virtually and in-person). It took two hours to play, with colleagues taking turns to roll the dice and move around the Thrivetown board. Landing on different squares, meant different types of cards were drawn. Through playing the cards, colleagues talked to our Purpose and Values, why they're important and their role in our day-to-day. Colleagues also shared stories of how they live our Purpose and Values every day.

Tailoring colleague recognition: Our Group Recognition Programme began in 2019, and highlights colleagues who exemplify the Bank's purpose and values. The programme is based on peer nominations and culminates in our Recognition Awards. The Awards celebrate stand-out examples of our purpose and values in action.

With the launch of our new purpose and values, our recognition programme was refreshed to ensure all award categories reflect our new values. We also launched a new digital 'Shoutout' community on Microsoft Teams, where colleagues can thank each other for their day-to-day interactions with colleagues and customers.

Results:

- Colleagues are engaged. Our engagement score (via our employee survey, Open View) is 73% - an increase of 5 points and the highest lever we have ever achieved. Job enjoyment (up 5 points) and employer advocacy (up 8 points), meaning more colleagues would recommend working at Bank of Ireland.
- Colleagues are proud. +10 increase in colleagues feeling proud to work at Bank of Ireland. We continued to build pride by celebrating 240 years of Bank of Ireland – showcasing our in society. Including a live internal broadcast from College Green (the flagship branch and historic landmark for Ireland) with customers and long-standing colleagues.
- Colleagues are recognised. We received +2,700 shoutouts and +5,300 award entries for the Recognition Awards. Our employee survey also told us that there was a 4 point increase in colleagues stating they feel recognised for good results, and a 9 point increase in colleagues stating 'Where I work, people are recognised as much for how they achieve results as the results themselves'.
- Colleagues understand our Strategy. Over 71% have 'visited' Thrivetown with their teams; sharing conversations, pictures and entering competitions. The Bank of Ireland's Culture Index 80% (understanding and belief in our Purpose and Values) increased by 5 points and 82% of colleagues understand how their role contributes to the delivery of strategic priorities. Additional very positive feedback from People Managers after the Helping You Thrive Summit - 95% satisfaction rate.
- Colleagues have stronger relationships with our customers. Customer Net Promoter Score at an all-time high, increasing by 5 points.

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

In 2023, Bank of Ireland launched 'Helping you Thrive' internal engagement campaign that looked to inform, inspire and embed the new Group Strategy, Purpose and Values with colleagues.
