

A flow of great ideas

Driving innovation from over 5,000 employees at one of Britain's biggest water companies.



sideways6





The Challenge

Severn Trent's innovation team is tasked with finding solutions to dozens of business problems every year.

They know that the answers to these likely lay within their deskless, frontline workforce - the challenge is finding them.



*"We didn't want to introduce 'yet another app'.
We wanted to spark collaboration around ideas
in the places where it happens naturally."*

Lesley Parker

Innovation Research Lead at Severn Trent



The Solution

The Severn Trent team identified that the key to engaging their workforce was ensuring that the idea collection process was as seamless as possible. It needed to be simple for employees to put forward their ideas and easy for others to discuss them.

Yammer was already used by workers daily within their existing workflow and so the obvious place to focus. They created an innovation group on Yammer called '*Bright Sparks*' and posted challenges to that group.

The innovation team targeted specific areas of the frontline to help spread word of the campaign. For the challenge around 'improving water quality' for example, they identified frontline experts and invited them to the group.

This approach ensured a buzz quickly spread around the workforce and employees were excited to be involved in the conversation.

How's it Going?

So far, the innovation team have run three campaigns for two weeks apiece, each focusing on a different business challenge. Over 500 people have joined the Bright Sparks community to contribute, with 190 ideas generated and well over a thousand comments and interactions.

Using the Sideways 6 platform, the team channelled each idea through a structured approval process, enabling them to shortlist the best ideas quickly and put them forward to an expert panel for further review.

From ten shortlisted ideas, three have now been accepted into the company's innovation portfolio with resource committed to bring them to life.

For Severn Trent, this is just the start. They now plan to run more campaigns, more frequently - and to start engaging a wider proportion of their global workforce.



190

Ideas Generated



1,350

Comments & Likes



3

New Innovations



"We've always believed in the ability of our colleagues to help us innovate and improve. Sideways 6 have given us the tools to bring that to life."

Lesley Parker

Innovation Research Lead at Severn Trent