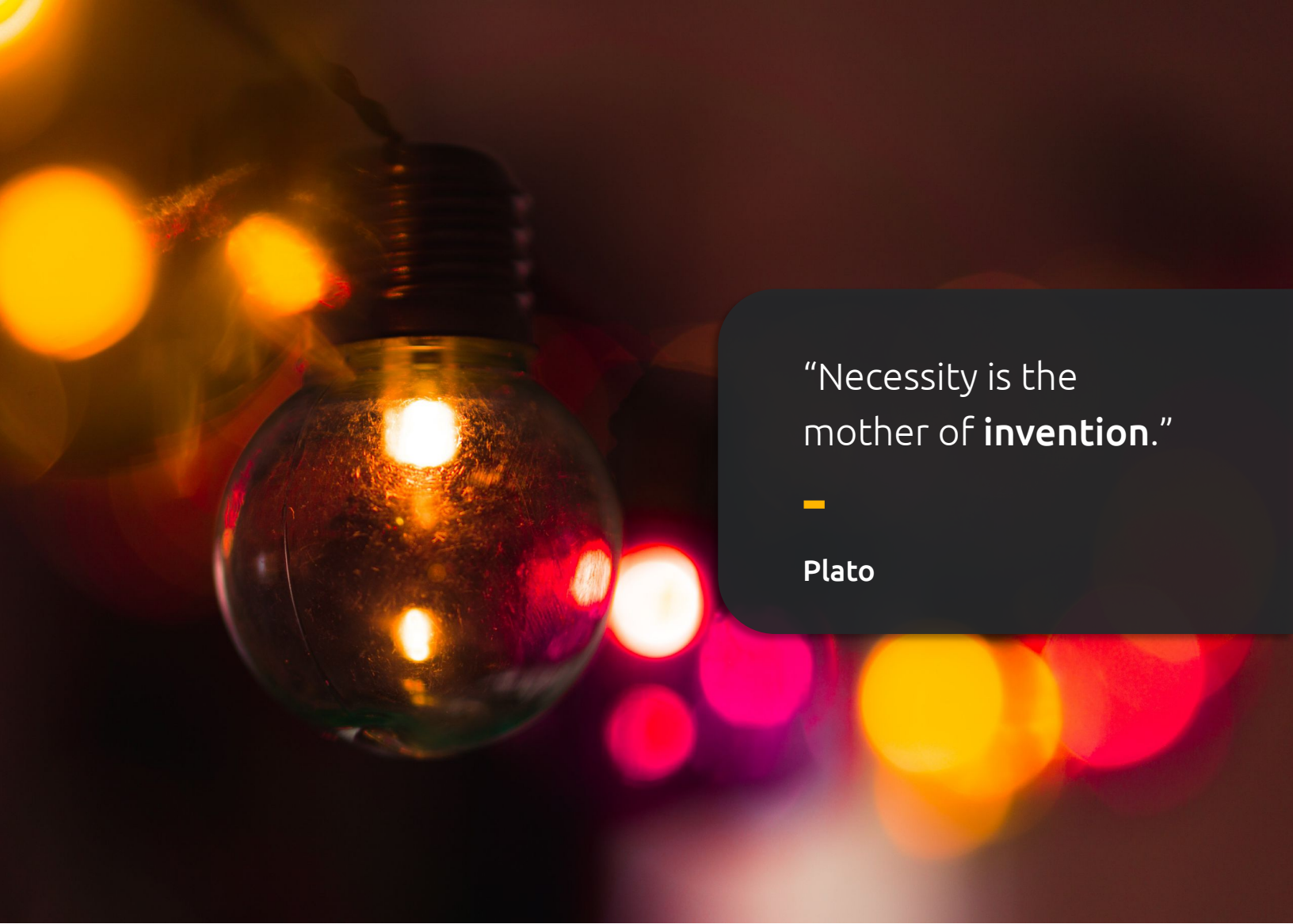




THE EMPLOYEE IDEAS CAMPAIGN LOOKBOOK

⚙️ COVID-19 UPDATE

sideways6

A close-up photograph of a single, glowing incandescent light bulb. The bulb is in sharp focus, showing its textured glass and the bright filament inside. It is surrounded by a bokeh of other out-of-focus lights in warm yellow and orange tones, with some cooler blue and purple lights visible in the background. The overall mood is warm and contemplative.

“Necessity is the
mother of **invention**.”

—

Plato

Employee ideas and COVID-19

Navigating the Coronavirus pandemic is among the highest priorities of business leaders across the world right now.

The outbreak poses many operational and procedural challenges, from disrupted supply chains to dramatic shifts in the way we work. Whether you're a manager looking for ways to keep remote teams engaged and productive, or an executive faced with the quandary of cutting costs while preserving jobs, **listening to employee ideas and insights** will be key to weathering the storm ahead.

It's never been more important for companies to be inventive about the way they do business. Those who do will emerge on the other side of this crisis, more agile, more competitive, and ultimately changed for the better.



Chris Sheen

COO, Sideways 6



WHY LISTEN NOW?

The companies who listen will prosper

The way we work has changed. Keeping employees productive and engaged has never been more important.



Employee Engagement

Businesses will have to quickly adopt new ways of engaging with employees



Business Continuity

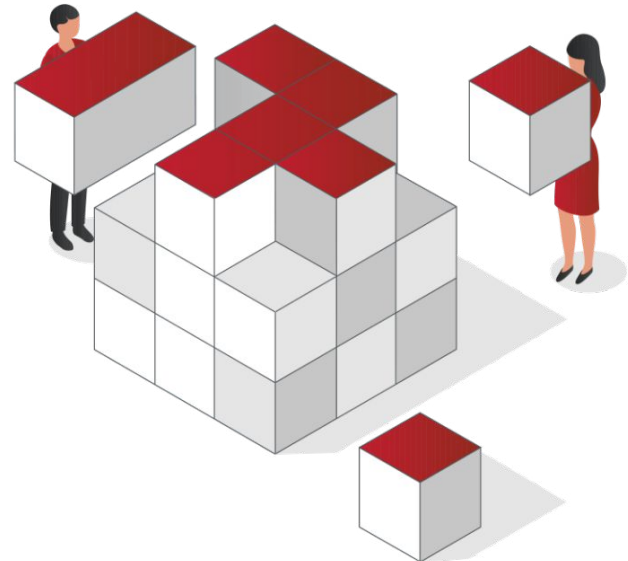
Identifying opportunities to cut costs and sustain revenues will be critical



Remote Workforce

Maintaining productivity, culture and employee wellbeing is a key focus

Research shows that companies who listen to their employees are **21% more profitable** and have **24% lower turnover** in staff (Gallup).



“It is critical that you ask your employees to voice their ideas.

By showing them you care about what they think, you’ll have stronger buy-in for the initiatives you eventually prioritize.”


**Harvard
Business
Review**





CAMPAIGN IDEAS

Collaborate against COVID-19

“The role of leader is not to come up with all the ideas, but to create an environment in which great ideas can happen.”

Simon Sinek

No one knows your business better than your employees.

Harnessing their ideas on how to solve specific challenges at this time will be key to maintaining revenues, reducing costs, and boosting employee retention.


“Listen to employees and you’ll **build trust, grow loyalty and strengthen relationships** in ways unseen during calmer times.” – Will Read, Sideways 6

In the next few pages you’ll find a selection of campaign ideas designed to help you find opportunities, foster collaboration and rally employees behind a shared purpose.

Pages 8-17 | Addressing the immediate crisis

Pages 18-27 | Thinking beyond Covid-19





"It's about being
open to everything.
**Good ideas just
sneak up on you."**



Tanimoto

**IDEAS
START
HERE**

01 | CUSTOMER EXPERIENCE

Ideas to improve the customer experience

How can we continue to serve vulnerable customers during busy periods?



Key objectives

To increase customer satisfaction, loyalty and advocacy



Success measures

Social Media Sentiment
Customer Effort Score



Sponsor

Chief Customer Officer



Duration

8-12 weeks



Sainsbury's

TRUE STORY

Working to feed the nation

Due to the ongoing uncertainty around the full impact of Coronavirus, supermarkets have been much busier than usual. Sainsbury's sought to address the situation by listening directly to its workforce and customers.

"I have listened to the feedback from the public and from Sainsbury's colleagues across the country on how to make sure everyone has access to the items that they need." – Mike Coupe

The feedback and ideas received have led to the introduction of special measures including a dedicated shopping hour and priority delivery slots for elderly and vulnerable customers – helping to ensure these groups don't have to face the supermarket struggle.



02 | BUSINESS MODEL INNOVATION

Ideas to improve or invent new products



Key objectives

To generate new business models that allow the us to adapt in disruptive times



Success measures

Revenue generated (\$)

Market penetration (%)



Sponsor

VP Innovation



Duration

4-8 weeks

What types of business model shift will help us maintain revenues in the next 12 months?





TRUE STORY

'No-contact' delivery

London-based food delivery service Deliveroo recently launched a 'no-contact' drop-off service as a direct response to Coronavirus concerns.

With the UK introducing social distancing measures and with more people working from home, Deliveroo has adapted its service model to ensure it can still deliver food to people's doors without them having to physically contact the driver.

"At Deliveroo we are taking action to keep our customers, riders and restaurants safe."

If only the same 'no-contact' service applied to haircuts.
Now that's food for thought...





03 | RADICAL COST SAVING

Ideas to save costs and improve productivity

What can we do to reduce costs by 30-40% over the next 6 months?



Key objectives

To generate solutions to increase efficiency and save costs



Success measures

Cumulative Cost Saving (\$)

Labor Productivity (%)



Sponsor

Chief Financial Officer



Duration

8-12 weeks



DIAGEO

TRUE STORY

Full steam ahead

In 2016, Diageo, the beverages multinational behind the likes of Smirnoff and Guinness, was experiencing a something of a rough patch financially.

The company launched a campaign — titled 'If it was my money' — asking it's 35,000 employees to share ideas to improve productivity.

"By acting like owners, we can all make a difference to fuel growth." – Diageo

A number of ideas were implemented, such as converting steam from the production process back into power, and the campaign helped to turn the company's fortunes around. We'll drink to that!



Ideas to support new ways of working

What infrastructure and policy changes are needed to support a shift to home-based working?



Key objectives

To boost flexibility and respond to changes in the way we live and work



Success measures

% of Employees Engaged

Number of ideas per employee



Sponsor

CEO



Duration

8-12 weeks





TRUE STORY

Embracing the digital classroom

School closures have forced many universities to end face-to-face teaching in favour of digital delivery, including video lectures and online seminars.

As part of this move, The London School of Economics launched a dedicated webpage to ensure the continuity of education and the student learning experience.

"No students should be disadvantaged by our efforts to ensure continuity of teaching."

The webpage includes guide on topics ranging from getting started with video conferencing to facilitating online assessments - helping ensure staff are well equipped to engage and support their students.



Ideas to improve health and safety

How can we improve our hygiene safety processes at our sites?



Key objectives

To ensure the health and safety of all our staff and stakeholders



Success measures

Number of ideas implemented

Lost Time Injury Rate (%)



Sponsor

Chief Operations Officer



Duration

4-8 weeks





TRUE STORY

Protecting lives and livelihoods

As the world's biggest food and drink company, Nestlé has been quick to respond to challenges brought on by the Coronavirus pandemic.

"Our people are fully committed and are working tirelessly to ensure that supply is maintained. We are working very hard to keep them healthy and safe."

– Mark Schneider

Listening to the ideas and insights of employees on the frontline has played a key role in the formulation of their emergency response. Nestlé revealed it has introduced enhanced safety measures at all its sites, with a focus on frontline workers in its factories, quality labs and distribution centres.



Ideas to improve the employee experience



Key objectives

To drive employee engagement
and improve employee morale



Success measures

Employee NPS®
Employee Retention Rate (%)



Sponsor

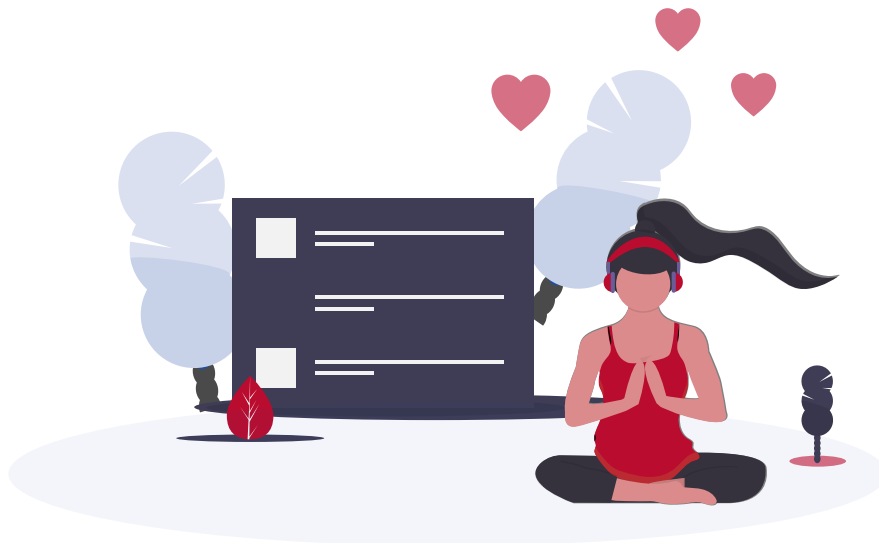
VP Human Resources



Duration

8-12 weeks

What initiatives can we introduce
to improve employee well-being
whilst working remotely?





TRUE STORY

Better conversations

Mencap is a UK charity for people with learning disabilities. Despite doing great work in the field, an internal survey revealed that some employees felt disconnected from leadership.

In response the organization launched 'Your Mencap Conversation' and invited its 9,000 colleagues to suggest new ways that leaders could communicate.

"What practical ways can managers involve you in the decisions that affect you?" – Mencap

From vlog updates by the leadership team to coffee catch-ups, a number of initiatives were launched to ensure Mencap colleagues feel valued, happy and engaged. The best conversations are two-way.





07 | LISTENING LEADERSHIP

Ideas to connect leaders to their workforce



Key objectives

To strengthen the link between leadership and employees



Success measures

% of Employees Engaged
CEO Approval Rating



Sponsor

CEO



Duration

4-8 weeks

What would you do if you were
CEO the next 6 months?





TRUE STORY

BP vs COVID-19

In the early stages of the pandemic, CEO of BP, Bernard Looney, challenged employees to share their ideas on how the company could help with the response. Specifically, how it could protect its people, support communities and strengthen its financial position.

"We've seen fantastic ideas surface as a result of this – like donating jet fuel for emergency supplies and services. Or using our supercomputer to help with medical research on the virus." – Bernard Looney

Each week Bernard shared stories about the ideas that had been implemented with the company via a global webcast. A real example of inspirational leadership at its finest!





08 | SUSTAINABILITY

Ideas to reduce impact on the environment

How can we become a carbon net zero company by 2050 or sooner?



Key objectives

To promote environmental responsibility and reduce unnecessary waste



Success measures

Greenhouse Gas Emissions (%)

Reduction in waste sent to landfill (%)



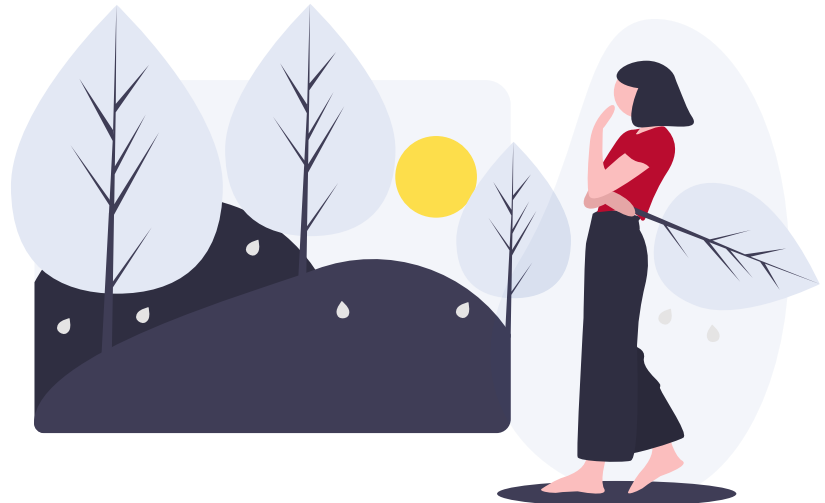
Sponsor

Chief Sustainability Officer



Duration

4-8 weeks





TRUE STORY

A better tomorrow

It's never been more important for organizations to consider the impact they have on the environment.

When Intel launched its 'Sustainability Action' initiative back in 2008, they were pioneers in putting employees at the heart of the action. In fact, Intel links a portion of every employee's compensation to sustainability goals, from carbon emission reductions to waste recycling.

"Sustainability is everyone's responsibility. We can all make a difference in creating a better tomorrow."

With sustainability projects at Intel generating more than £40m in savings per year, it's clear that what's good for the environment is also good for business.



Ideas to drive always-on business improvement



Key objectives

To create a culture of employee-led change for the better



Success measures

Number of ideas per employee
Number of ideas implemented



Sponsor

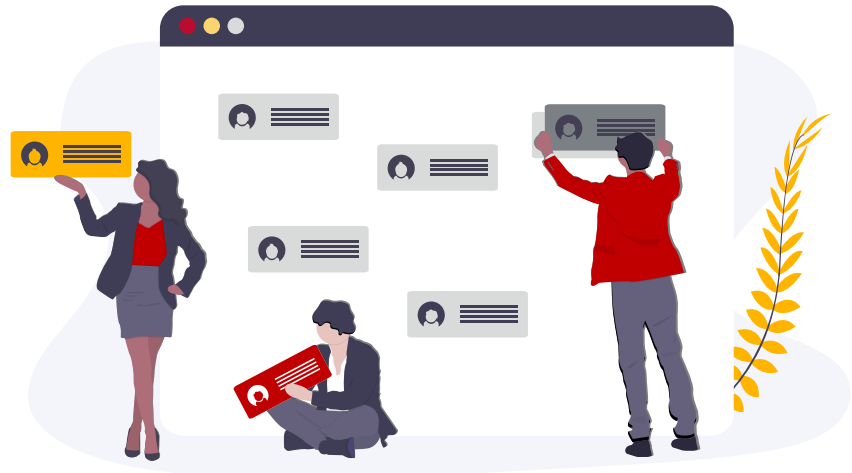
Chief Operating Officer



Duration

24/7 365

How can we get more out of our people and our processes?



Balfour Beatty

TRUE STORY

Ideas from everywhere

Every company in the world wants to find ways to improve efficiency, but finding ideas is far from easy — it needs involvement from everyone in the business.

This is exactly the challenge Balfour Beatty looked to solve as it introduced 'My Contribution' — an initiative built for employees at all levels to share their ideas.

"Ultimately, it's about people and engagement. Everyone stepping forward with ideas and energy to help build a better business." – Balfour Beatty

In the first year of the campaign, ideas from staff saved the contractor £4m in costs and 119,000 hours of work time. Everyday efficiency indeed.





10 | OUTSIDE IN

Ideas from external stakeholders



Key objectives

To use external ideas to help accelerate business improvement



Success measures

Network Engagement (%)
Diversity of innovation



Sponsor

Various



Duration

4-8 weeks

What products do we not currently sell that you'd love us to bring to market?





TRUE STORY

Turning bricks into boulders

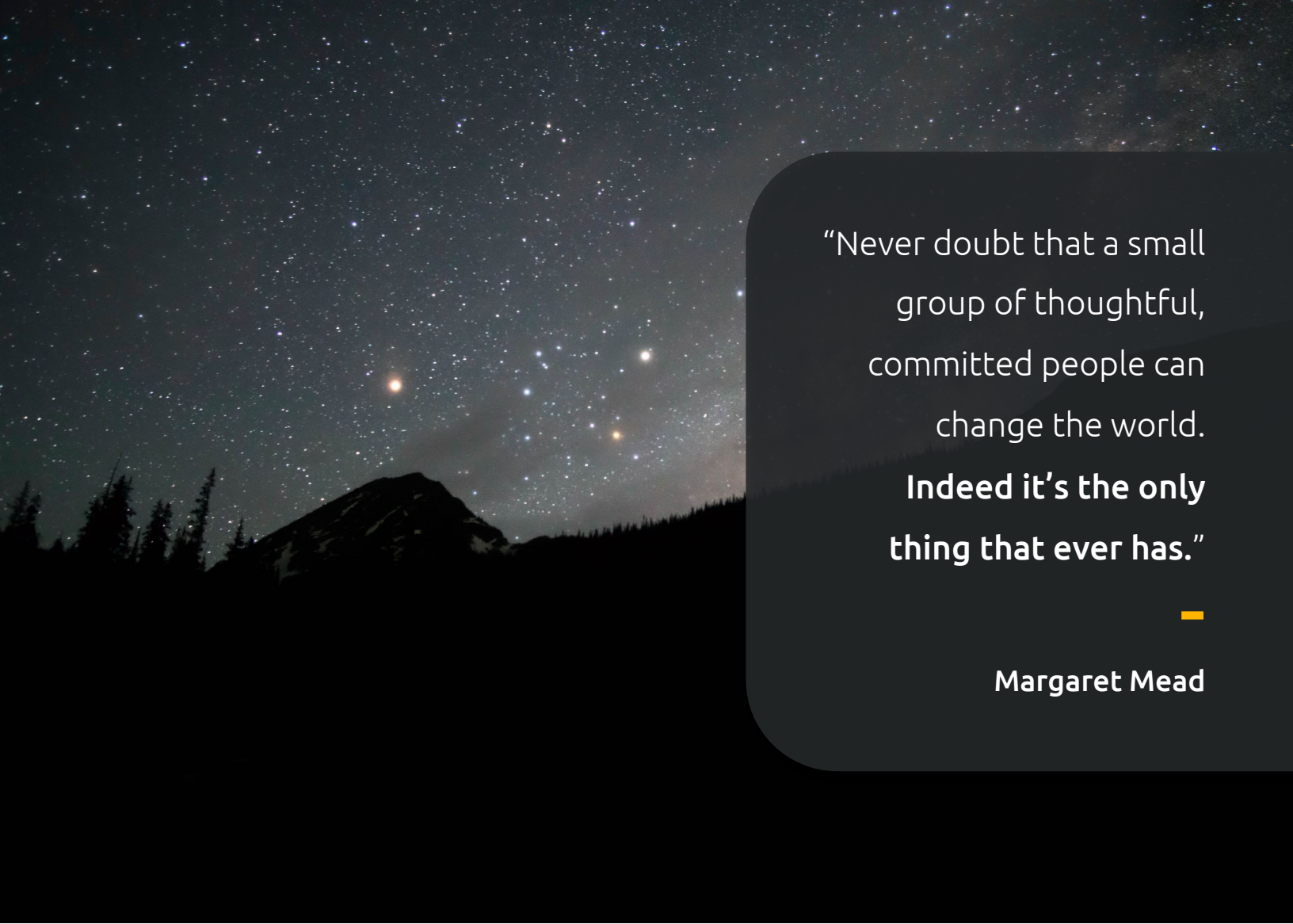
How do you ensure you continue to create innovative new products that customers really want? Well, one way is to make your customers the inventors!

That's what Lego did when they launched 'Lego Ideas' — a place for enthusiasts to put forward their own ideas for new products.

27 new products have been launched as a result of the initiative, including themed sets based on The Flintstones, Ghostbusters and Back to the Future.

Once ideas receive 10,000 votes from other users, they are reviewed by Lego themselves and the best are then put into production. The original designer receives 1% of the royalties of sets sold. Way to (le)go!





"Never doubt that a small
group of thoughtful,
committed people can
change the world.

**Indeed it's the only
thing that ever has."**

Margaret Mead



SUMMARY

Campaign Lookbook

Your handy summary of our top ten campaign ideas.

1



**Customer
Experience**

2



**Business Model
Innovation**

3



**Radical Cost
Saving**

4



**New Ways of
Working**

5



**Health &
Safety**

6



**Employee
Experience**

7



**Listening
Leadership**

8



**Corporate
Sustainability**

9



**Continuous
Improvement**

10



Outside-In
(Customer Ideas)

IDEA BEER

Free Beer!

Did you know that drinking beer helps boost creativity?

Yep, a little bit of alcohol really could help to fuel your next great idea.

When alcohol hits a part of your brain called the cerebral cortex, it frees you from the distractions that normally occupy it, making you more creative. As your blood alcohol level reaches about 0.07 (about two drinks' worth) your brain is able to make deeper connections and come up with better ideas.

With all that in mind, Sideways 6 developed our own 'Idea Beer' to help inspire creative genius and we'd love you to try it! Just email us at beer@sideways6.com to claim your own six-pack of inspiration!

Have a great day and please ~~drink~~ innovate responsibly.



About Sideways 6

Sideways 6 is for the changemakers. Those who believe in the power of ideas to build better businesses.

Our platform works alongside the tools your employees already know and love, helping you capture their ideas and bring the best ones to life.

We've enabled over 3 million people, from the likes of British Airways, Nestlé and Rio Tinto, to have their ideas heard.

Our goal is to put employees at the heart of innovation and prove that great ideas really can come from anywhere.



Email Us

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