

# Engagement in Retail: new ways, real results

## Challenges which seem to be opportunities

- 225 line managers Y ;
- 1750 salespeople aged 25 and younger;
- 11 brand-departments;
- Average period of work in the company on mass position is 3 months;
- Engagement level of 37%;
- Progress in understanding engagement from **“What is engagement?”** to **“Engagement is my charge”**.



# We needed active support







# Engagement campaign

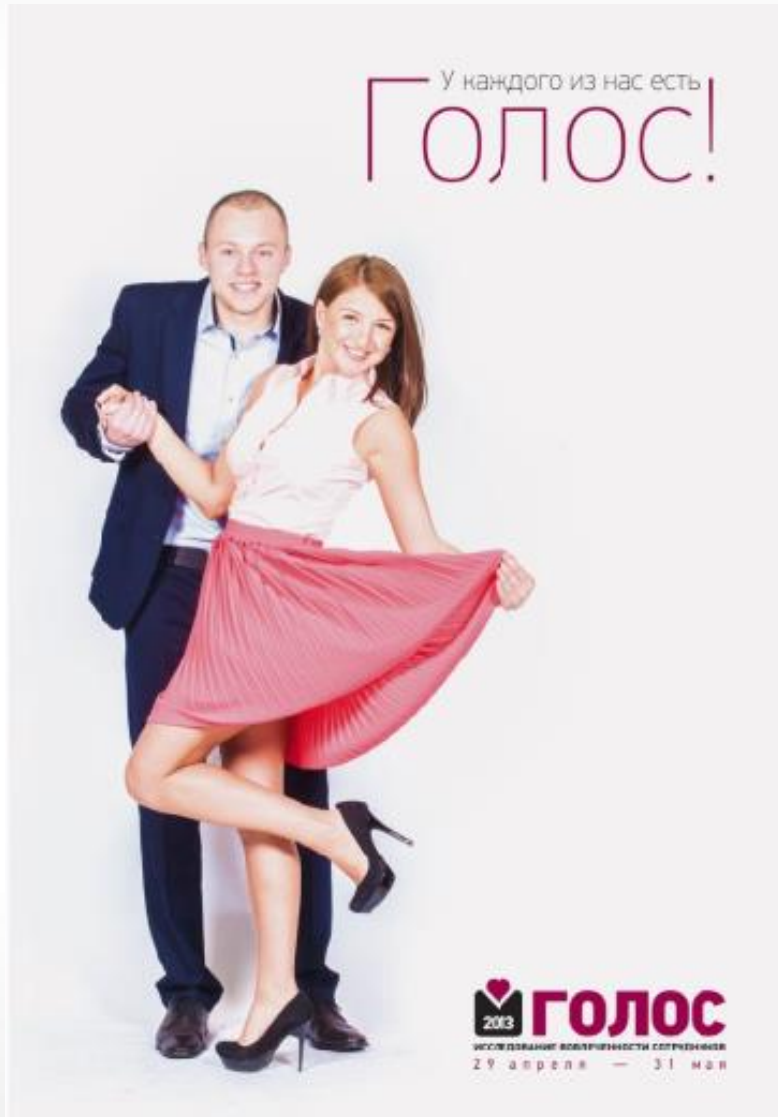
У каждого из нас есть  
**Голос!**



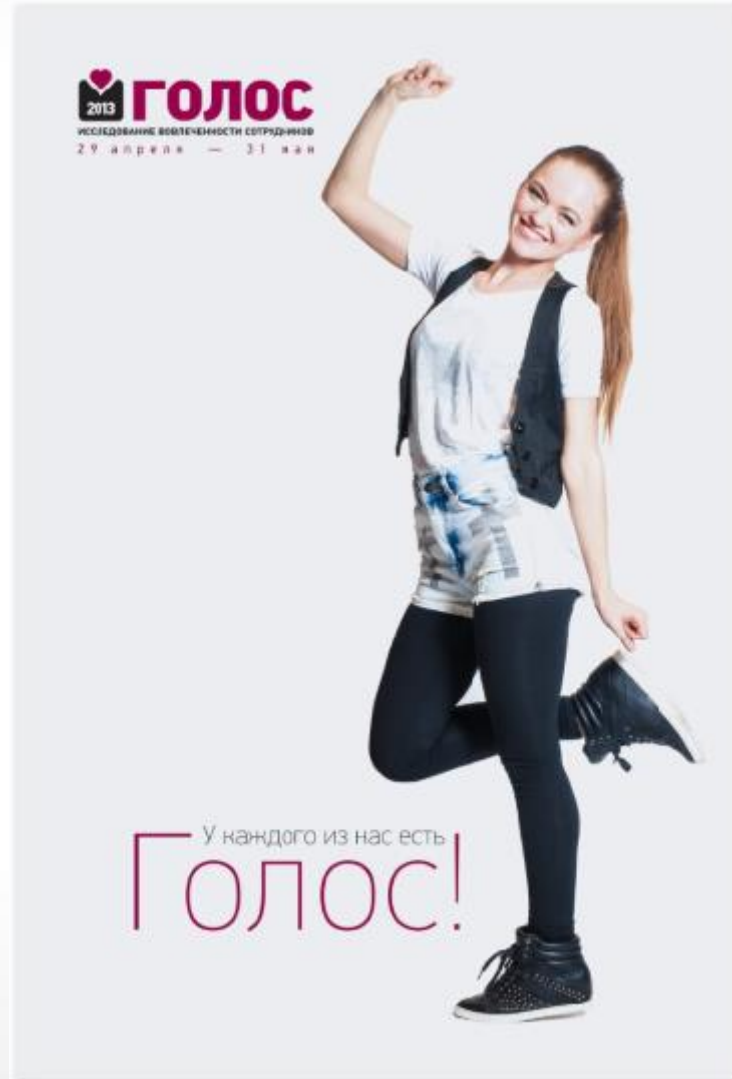
TOPSHOP Атриум

**2013 ГОЛОС**  
ИССЛЕДОВАНИЕ ВОВЛЕЧЕННОСТИ СОТРУДНИКОВ  
29 апреля — 31 мая

# Engagement campaign



# Engagement campaign





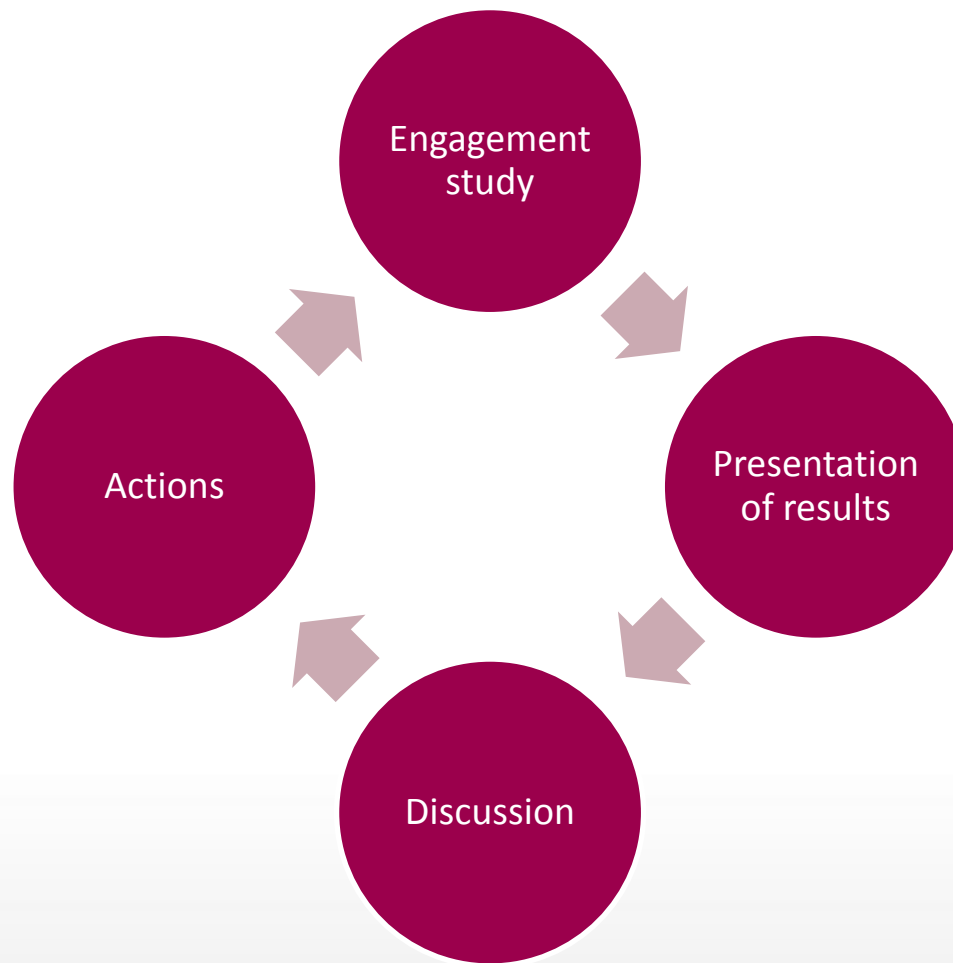
# Engagement campaign





# Our program 2012-2013

## Engagement cycle



## “Engagement Ambassadors” has been working for 2 years program

- 2 categories of Engagement Ambassadors;
  - Engagement Ambassador completes 2 days training program about engagement in the HR department, and carries out trial training with HR-specialists.
- 
- **Who can become Engagement Ambassador?**
  - **Store team (max contribution):**
    - Develop and realize a plan how to increase engagement;
    - Share their practices, help the rest shops to participate in engagement study in their brand-directorate.
  - **Store managers and the Key managers (role model):**
    - Run an engagement study in their department;
    - Can replace an HR-manager (conduct pre- and post-engagement sessions)
    - Speak about engagement

# Our expectations

- Dissemination of information about engagement through the opinion leaders;
- Establishment of the "Centers of knowledge" about the engagement;
- More «smooth» and conscious participation in the engagement study;
- And of course – improvement of the result by min 10 pp.





# The first result is...

- + 12 pp!
- it is considered a very high improvement according to Aon Hewitt practice: only 20% of companies which conduct engagement studies achieve such a result.

**+ 12 pp!**



# Messages of Pre- and Post-engagement sessions

## **Pre-engagement session: 2 main ideas**

- “Ask not what your country can do for you - ask what you can do for your country”. (John F. Kennedy)
- My engagement level is my responsibility

## **Post-engagement session:**

- Results + Actions planning (SMART)
- How to achieve extraordinary results?
- Inner locus of control
- Exercise “I am boss” – helicopter view
- + ( we always have a plus message)

## From Engagement Ambassadors to Engagement Project Leaders

- The company has obtained 150 project leaders (managers) and 234 project leaders (employees): from the CEO to a shop assistant who conduct the projects in engagement

**+ 150 projects**

**+ 234  
project  
leaders**



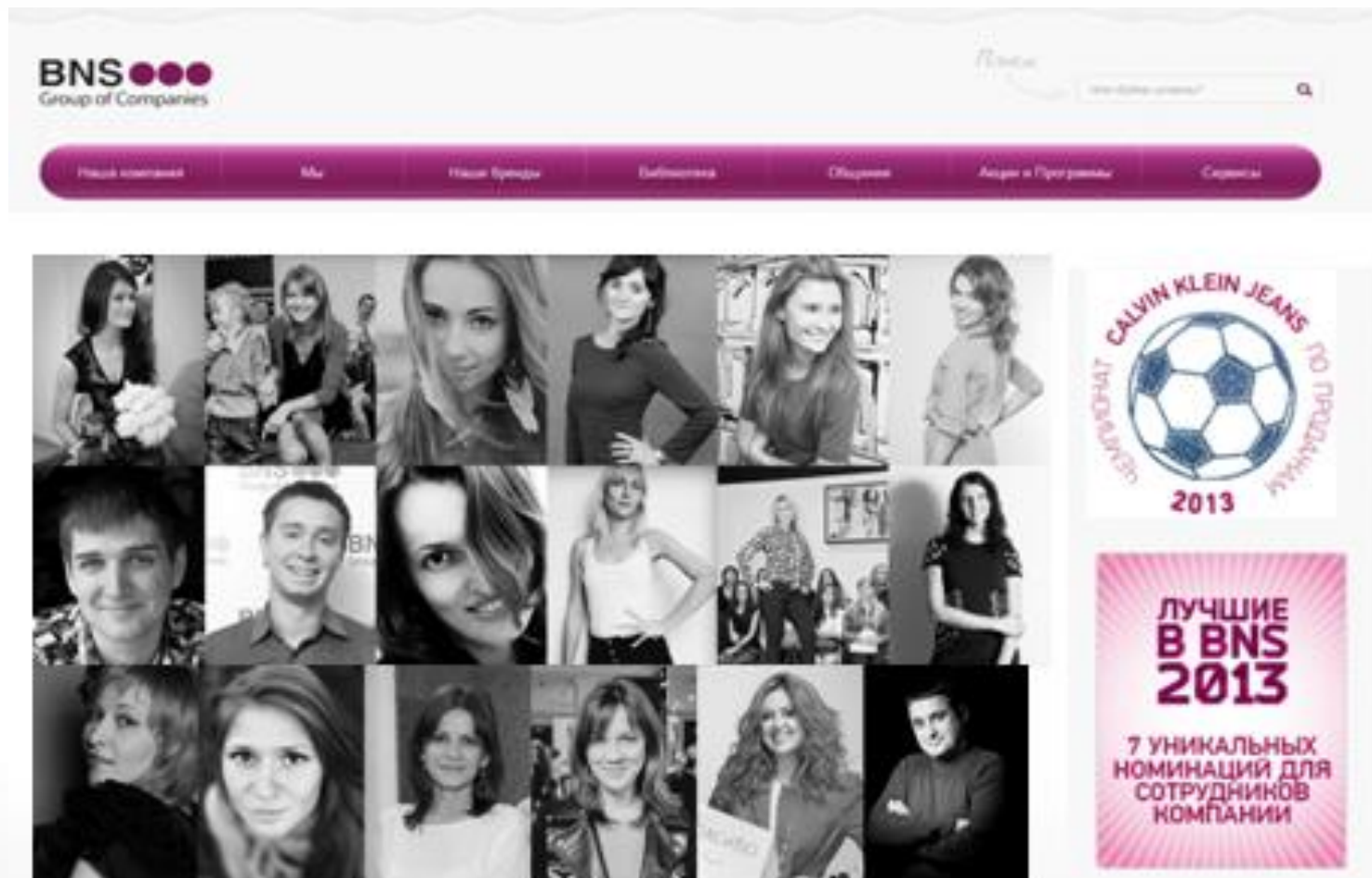
## Terms and conditions

- Any employee might be a project leader but take responsibility for not more than one project
- A project must lead to engagement increase
- A project must lead to the result before May 2014 (the next engagement study)
- A project must not be associated with direct obligations
- AND (OF COURSE) Project Leader is a self-nominated person

### Example:

- **Denis Emelyanov**, IT specialist, - creative concept of office design in St Petersburg;
- **Daria Kuklina**, HRD, – A sales championship among Calvin Klein team;
- **Elena Ermoshkina**, Corporate Communications specialist, – a launch of corporate Instagram;
- **Svetlana Plokhikh**, Sales Manager ,– Corporate Halloween;
- **Alexei Lezinov** Head of technical support department, – the expansion of the compensation package of the
- **Fedor Zima**, Head of security – visualization of company strategy.

# From Engagement Ambassadors to Engagement Project Leaders





ВЕДЕТ ПРОЕКТ @ **BNS PLANET** на **INSTAGRAM**

УЗНАТЬ ПОДРОБНОСТИ ПРОЕКТА

УЗНАТЬ, ЧТО ПОЛУЧИЛОСЬ У ЛЕНЫ

БЫТЬ В ПРОЕКТНОЙ ГРУППЕ

ЗАДАТЬ ВОПРОС

ДНЕВНИК ПРОЕКТА

# 2013



ОКТЯБРЬ

УЗНАЛА МНОГО НОВОГО, ОСВОИЛА ПРОГРАММЫ SIEBLE И NAVISION

04'2010

06'2012

03'2013

10'2013



## We are in the middle of our way

- 34 sessions of engagement are completed
- 61 projects are launched by managers
- 89 projects are launched by sales assistants

### **The main learnings&achievements:**

- Switching of responsibility of engagement from manager to employee;
  - Projects in the field of engagement
  - Intranet great added value
  - Employees development as a Project Leaders
- 
- And we expect: + 10 pp

THANK YOU

**AND BE  
ENGAGED**

