

STAFF STRATEGY SHAPING PROSPECTS

WHO

Prospects, a training and consultancy organization in the UK

WHAT

Collaborative policy creation

NEED

Include the needs and knowledge of staff into strategic policy direction for social media

OUTCOME

Creation of a cohesive policy framework

Ethelo's platform helped a large UK-based training organization select and prioritize a series of activities as part of its ongoing social media strategy. The objective was to identify a set of solutions that would have the greatest and most coherent overall impact. The Prospects Group provides customized training solutions that reach over half a million people each year. With over 1,400 people, Prospects is one of the largest employee owned companies in the UK.

APPROACH & RESULTS

SELF-SERVE CLIENT QUICKLY TURNED STAFF KNOWLEDGE TO POLICY GUIDANCE

Prospects management configured the Ethelo platform themselves to set-up the decision parameters and participants. Staff were presented with 7 themes, containing a total of 21 solution options. Each option described the details of the activity, and had a 9-point rating scale and a commenting and 'liking' functionality.

The participants simply had to consider each option and rate it, according to their opinions and expertise, and where valuable, join the conversation. Ethelo delivered a suite of activity plans that reflected the needs and expertise of the team of participants.

Over 70% of the staff participated in the 2-week period, with an average voting completion rate of 85%. Along with the 39 comments generated, this was more than sufficient for Prospects to gain a clear sense of priorities and share new knowledge.

“ Really impressive tool. Overall we have found it useful and helpful to our discussion and decision making.

Michael Larbalestier, Director of Digital Business Innovation