




THE **EMPLOYEE IDEAS** **CAMPAIGN** **LOOKBOOK**

sideways6



“The best way to get a
good idea is to have
lots of ideas.”

—
Linus Pauling

THE CHANGING ENVIRONMENT

Employee ideas today

In today's volatile economic climate, organizations must prioritize employee retention by leveraging their potential.

Call it the "Great Resignation," the "Big Quit," or the "Great Reshuffle," businesses are facing great challenges in employee attrition. Coupled with an unpredictable economy and a growing Gen Z workforce who value more than remuneration, the world of work has undoubtedly changed. Whether you are solving business challenges, driving efficiencies, or genuinely making employees feel heard, **listening to employee ideas and insights is key** to mitigating today's business challenges.

It's never been more important for companies to be efficient and grow a deep understanding of their own workforce.



Caroline Schreiber

Growth Marketing Manager, Sideways 6



WHY WE EXIST

It's time to start listening

The way we work has changed. It's no longer an option to listen to employees.

If you want to keep your people loyal and engaged, it's an obligation.

Expectation



82% of employees have ideas.

A third feel they are ignored

(CEO Today)

Impatience



43% of millennials expect to

leave their job within 2 years

(Deloitte)

Expense



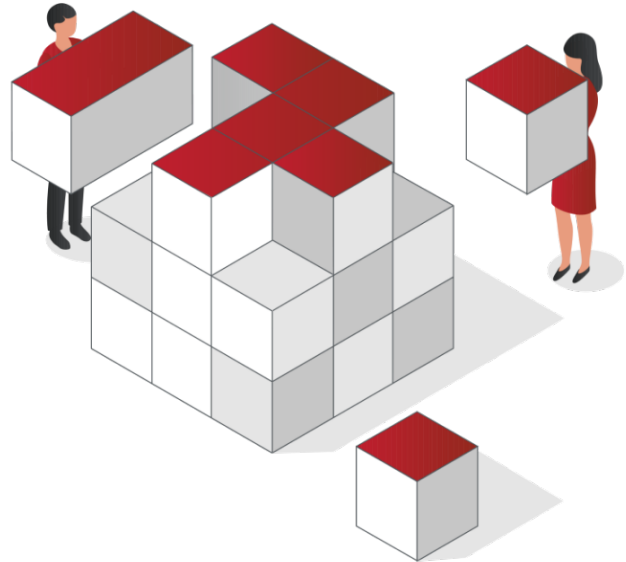
The cost of replacing staff has never


been higher – \$38,000 on average

(HR Review)

Research shows that companies who listen to their employees are

21% more profitable and have 24% lower turnover in staff (Gallup).





“When employees say they want their voices to be heard, they are really saying they want **leaders who will not just hear them, but really listen to them.**”

—

Glenn Llopis



INTRODUCTION

Finding ideas that inspire

No one knows your business better than your employees. Harnessing their ideas and bringing them to life is key to helping **increase revenue, reduce costs, and boost employee retention.**

But crafting a compelling ideas campaign to engage your employees can be tricky. It requires:


- Clear objectives
- Stakeholder buy-in
- Thoughtful implementation
- Measurable business impact
- ...and a sprinkling of creative magic!

We've put together a selection of fantastic campaigns ideas to help you inspire your employees and stories of companies that had a lasting impact. Enjoy!

"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





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

—
Tanimoto

IDEAS
START
HERE

01 | PRODUCT INNOVATION

Ideas to improve or invent new products



Key objectives

To find new and disruptive ideas
and maintain competitive advantage



Success measures

Number of ideas implemented
Revenue generated (\$)



Sponsor

VP Innovation



Duration

4-8 weeks

What new products can
we develop that leverage
artificial intelligence?





TRUE STORY

Made to stick

3M scientist Spencer Silver's invention — a sticky, but not solid, adhesive — went without use for years until Art Fry, a fellow 3M employee, needed a bookmark that would stick to the paper without damaging the pages.

Once they found themselves writing messages on their new notes to communicate around the office, they realized the full potential of the idea.

"I thought, what we have here isn't just a bookmark. It's a whole new way to communicate." – Art Fry

Post-it Notes now generate some \$1 billion annually and dominate the self-stick note market. Now that's what we call sticky business!





02 | COST SAVING

Ideas to save costs and improve productivity

In what ways could we reduce our use of electricity?



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 improve the employee experience



What initiatives or benefits could we introduce to improve employee well-being?

Key objectives



To drive employee engagement and improve employee morale



Success measures

Employee NPS®

Employee Retention Rate (%)



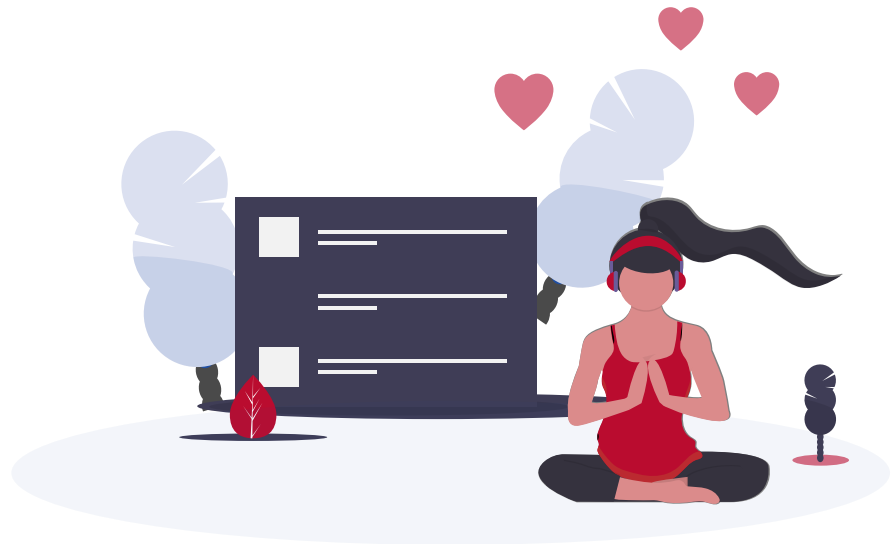
Sponsor

VP Human Resources



Duration

8-12 weeks





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.





04 | LISTENING LEADERSHIP

Ideas to connect leaders to their workforce

What would you do if you were CEO for one day?

Key objectives



To strengthen the link between leadership and employees

Success measures



% of Employees Engaged
CEO Approval Rating



Sponsor

CEO



Duration

4-8 weeks



YAHOO!

TRUE STORY

Tell me how to fix Yahoo

As the newly appointed CEO of Yahoo, Marissa Mayer was on a mission to turn the company around. She introduced 'CEO Challenge' asking anyone, anywhere in the company, to propose new ideas to help the business.

"I was blown away because there were so many people with ideas and so much energy to try and improve the company. It was just waiting for someone to come and harness it." – Marissa Mayer

The campaign exceeded all expectations, with employees sharing over 800 new ideas. Almost 200 of them went on to become sponsored projects resulting in tens of millions of dollars in new revenue.





05 | SUSTAINABILITY

Ideas to reduce impact on the environment

How might we reduce the amount of paper we use?



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.



06 | COMPANY STRATEGY

Ideas to shape future business strategy

Key objectives



To enable employees to influence the future of the business



Success measures

% of Employees Engaged

Number of ideas per employee



Sponsor

CEO



Duration

8-12 weeks

What should our strategic priorities as a business be in 2030?





TRUE STORY

Making every voice count

What happens when you put the future direction of a \$25 billion company in the hands of its employees?

That's the bold decision AstraZeneca made when they decided to crowdsource their 2025 strategy from over 64,000 employees across the globe.

The campaign was an open invitation for every employee to have their say. And they did just that. Over the course of 3 weeks, 23,000 ideas were shared, many of which have gone on to shape the future of the company.

"The A2025 campaign has been a game changer and AstraZeneca is a stronger company now because of it."

– Scott Wilkins



07 | NICHE INSIGHT

Ideas to solve complex or technical challenges



Key objectives

To involve small groups with subject expertise in solving specific problems



Success measures

Value of implemented ideas (\$)

[Safety example] Key risks mitigated (%)



Sponsor

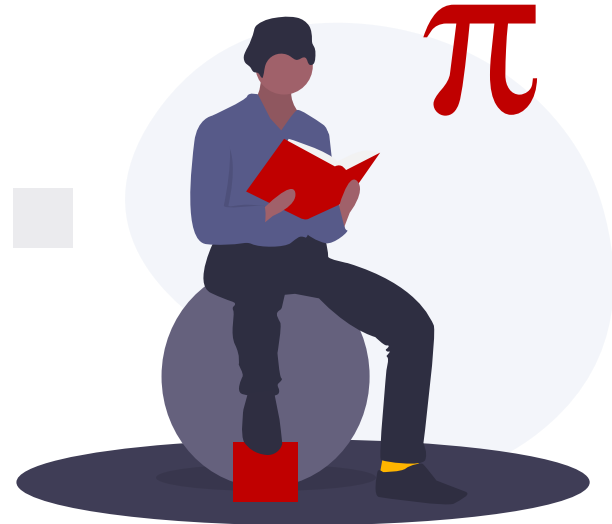
Various



Duration

4-8 weeks

How can we improve hazard reporting at our development sites?





TRUE STORY

A flow of great ideas

How do you fix underground pipe leakages without expensive digging? That's exactly the challenge that faced UK-based water company, Severn Trent.

The team ran a series of campaigns called 'Bright Sparks' and invited frontline engineers to contribute their ideas on how to solve this challenge and more.

"It was important for us to tap into the goldmine of technical knowledge and expertise that rests within our operational frontline staff." – Lesley Parker

From ten shortlisted ideas, three were accepted into the company's innovation portfolio with resource committed to bring them to life! Wa-ter wonderful outcome!



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

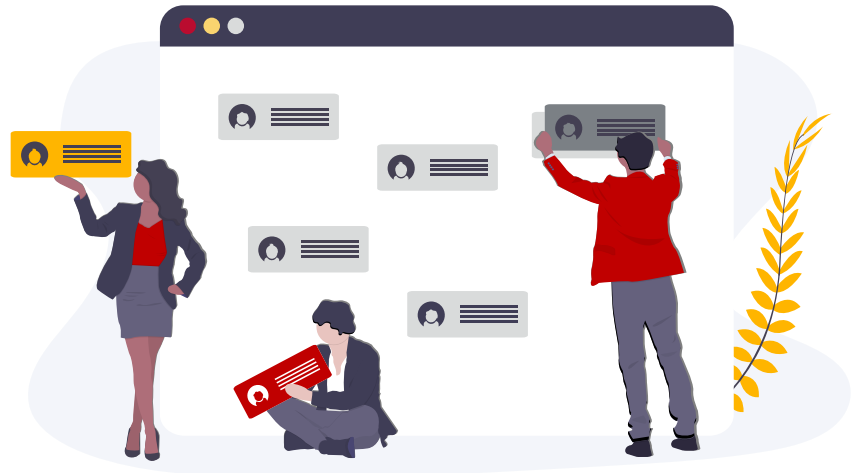
Chief Operating Officer



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.





09 | 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

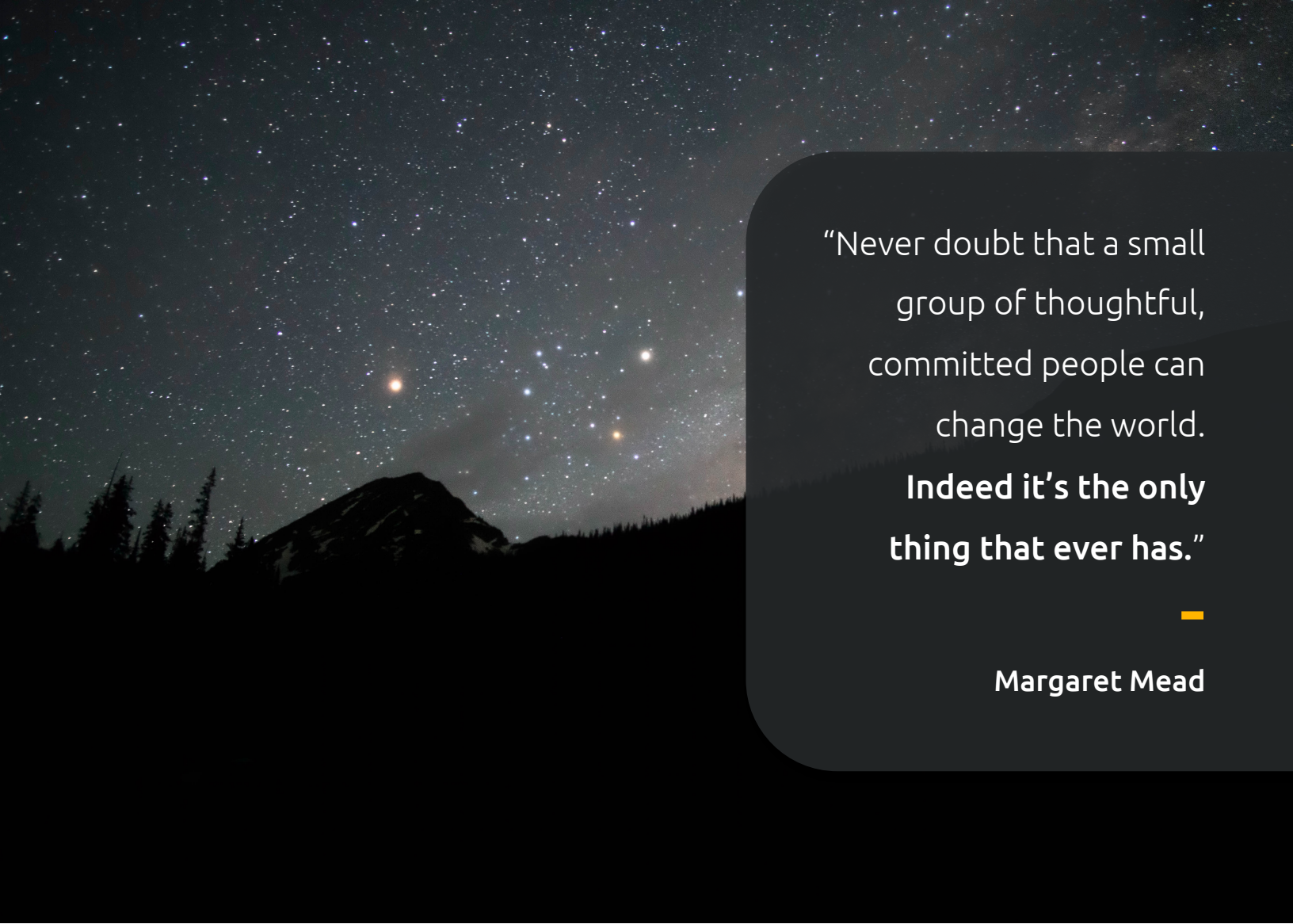
How do you ensure you continue to create innovative new products that customers really want? Well, one way is to make your customers the inventors!

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

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

hello@sideways6.com

Visit Us

sideways6