# **Colleague Listening**

Data driven insights powering people decisions.

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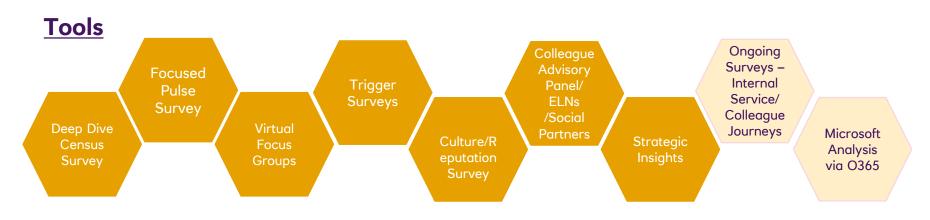
We champion potential, helping people, families and businesses to thrive.

## Dynamic Colleague Listening



#### Colleague Listening Strategy now and into the future

- A co-ordinated central listening strategy, ensures any listening activity is aligned to the organisations strategic priorities, providing data and insight to support decisions and using colleague sentiment to drive actions that we take as 'one bank'.
- Reduces the need for local surveys, ensuring the tolerance/appetite of colleagues to respond is directed to the things that will drive improvements for all colleagues, maximising the efficiency of our colleague listening.
- Building trust with colleagues and keeping their data and the bank safe and GDPR compliant
- The approach to colleague listening allows for **deep insight**, using **consistent metrics** and data points, considering **longitudinal analysis** and comparisons to **internal and external benchmarks**.
- Joined up data, tracking survey insights within one tool, linking pulse surveys to census colleague opinion surveys and supporting virtual focus groups.
- This approach is **flexible and adaptable**, we can deploy pulse surveys or virtual focus groups quickly and **report in real-time**, supporting **emerging trends** or in response to particular issues.
- This is about asking the right questions of the right people at the right time.



# Dynamic Colleague Listening – joining up the pieces of the

puzzle

An integrated suite of bank-wide tools to support colleague listening and eliminating duplication

**NatWest** Group

**Colleague Listening** 

**Strategy** 



#### "Our View" all staff survey

Deep colleague insight at all levels and all aspects of colleague experience, testing strategic priorities (purpose, culture, learning org & Inclusion) and supporting leaders make informed people decisions

### **Virtual Focus Groups**

Guided virtual focus group conversations with up to 1,000 colleagues at a time using AI tool to gather feedback and explore topics further.

#### **Colleague Advisory Panel**

Provide a means by which 'employee voice' can be strengthened and promoted.

Colleagues engage with senior management and Board directors on topics important to them.

#### **Social Partner engagement**

Active engagement with social partners including UNITE, Financial services Union and colleague representative bodies across the Group.

#### Al based sentiment analysis

Partner with AI sentiment experts including WTW, VERA analytics and Microsoft to deeply understand colleague sentiment expressed through surveys, Workplace and productivity tools.

#### **External assessment**

Supporting external assessments (such as the Banking Standards Board and Irish Banking Culture Board) with 1-1 senior interviews, focus groups, formal written responses & surveys.

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### **On-demand pulse surveys**

Launch of the new NatWest Group Pulse tool to support quick deployment of scheduled and ad-hoc surveys across the Group and to targeted sample populations as needed.

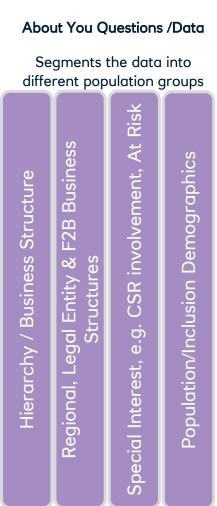
### **Boards, Committees & Internal networks**

Engage with and integrate feedback from Colleague Experience panel, employee led networks as well as the Group's Boards, Committees and ExCo's.

# What's in the data and why.....the prize is actionable insight









Lenses

