

Colleague Listening

Data driven insights powering people decisions.



NatWest
Group

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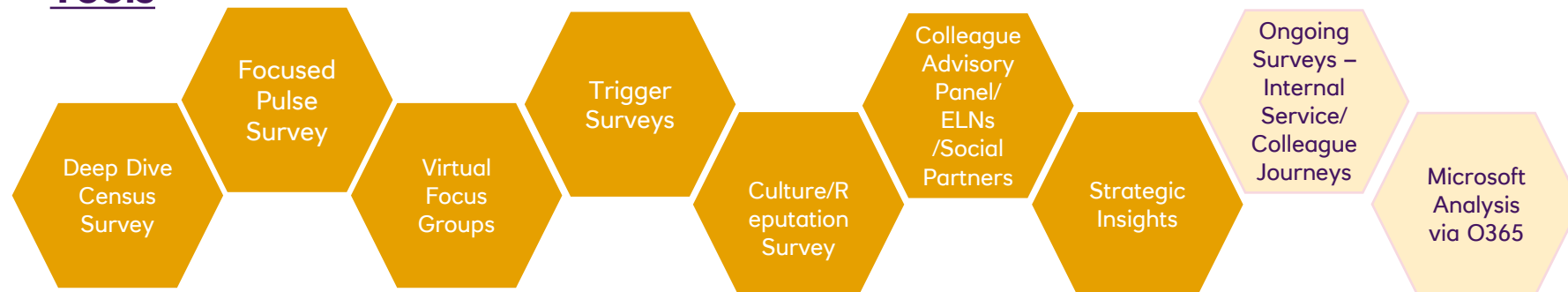
We champion potential,
helping people, families
and businesses to thrive.

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.

Tools



Dynamic Colleague Listening – joining up the pieces of the puzzle



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



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

