



**Joy Adan**

**Bouncing Back: How to  
create and sustain  
momentum by cultivating  
a culture of growth**



**We are the front-line  
healers in the  
company. We need to  
come together, get  
aligned and excited,  
and reprioritise our  
time.**

Josh Bersin, Global Industry Analyst  
Founder of Bersin by Deloitte







PUSH TO  
RESET THE  
WORLD

#spaceutopian



***Leaning into uncertainty is  
one way leaders can prepare  
for the next normal.***

Peter Schwartz,  
Futurist and Senior Vice-President, Strategic Planning, Salesforce



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BOUNCING  
BACK

The text "BOUNCING BACK" is written in a white, handwritten, cursive style on a dark blue background. The word "BOUNCING" is on the top line, and "BACK" is on the bottom line. The letter 'g' in "BOUNCING" has a long, sweeping tail that extends upwards and to the right, ending in a small arrowhead. The overall style is casual and expressive.



# Quadrant of Employee Engagement



DISCRETIONARY EFFORT



## Go-getters:

High-energy, bright and motivated, but don't always look out for the team. Ready to jump ship if a bigger or better opportunity.



## Ambassadors:

Driven, reliable, and looks out for the long-term good of the whole team. Finds a constructive way to speak up a spirit of positivity and improvement.



## Detractors:

Ready to challenge a decision before thinking about why it's been made. Thrives on disagreement and negativity and happily spreads it.



## Stayers:

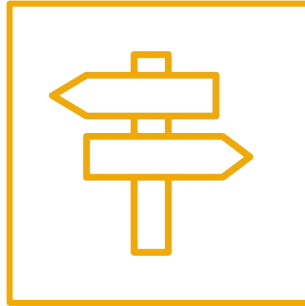
Puts in the bare minimum effort to fly comfortably under the radar. Won't rock the boat but won't step out of their comfort zone either.

INTENT TO STAY

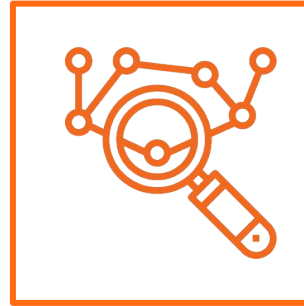
# Bounce Back: Cultivate a Culture of Growth



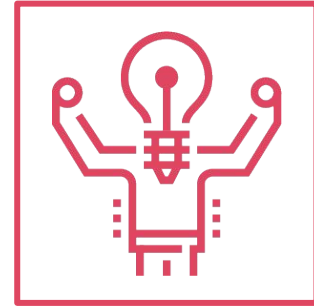
Refine



Reroute



Resource



Recharge

# 1. Refine





Embrace constraints  
to define and **refine**  
the goal.





## Refine your focus:

Ask your people: what do they need now?

Which elements of your employee engagement strategy needs strengthening?

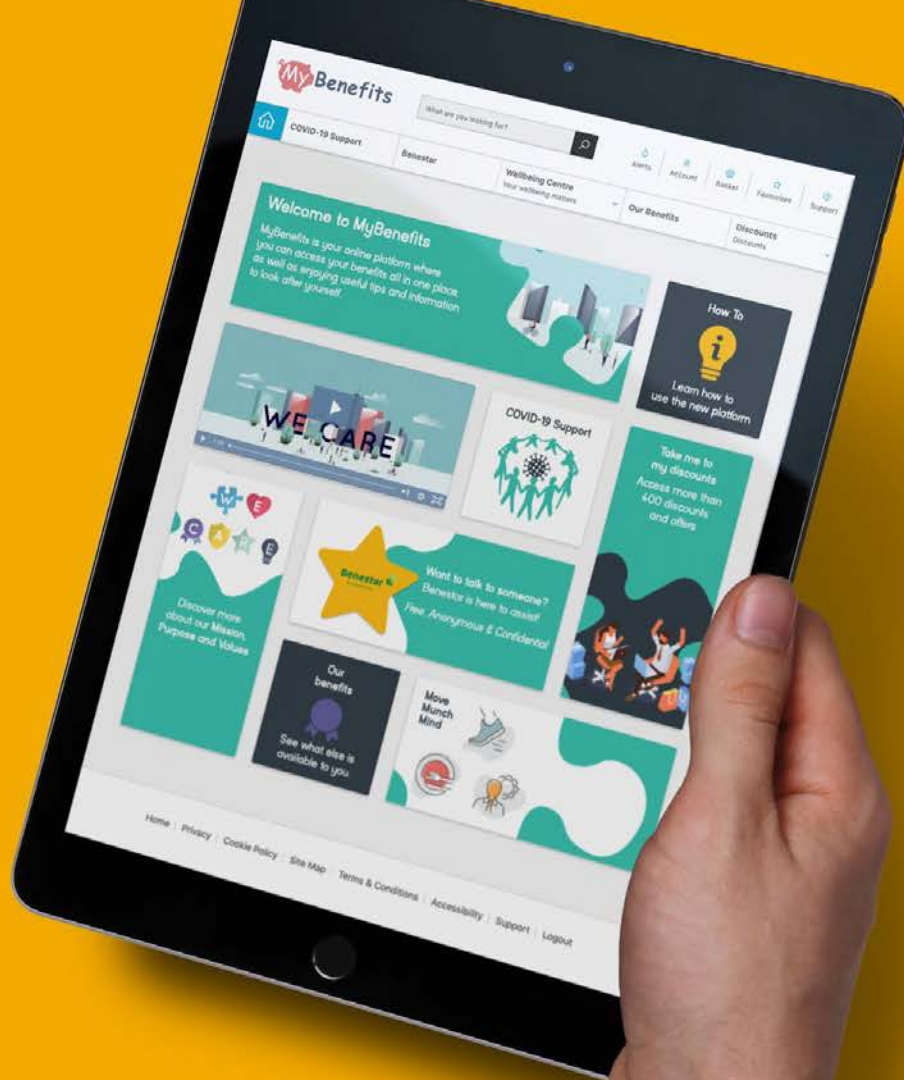
How do you make space for what matters most, Marie Kondo style?

# The Engagement Bridge™



# The Engagement Bridge™





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Improvement on:	Work effectiveness	Employee engagement	Wellbeing
Job security + financial stability	+16.9%	+52.9%	+53.3%
Compensation + benefits	+21.2%	+45.6%	+44.5%
Trust in leadership	+23.7%	+47.6%	+45.4%
Relationship with company	+20.9%	+49.9%	+51.3%
Non-financial recognition	+20.4%	+55.1%	+49.3%
Involvement	+14.8%	32.4%	21.1%
Alignment with organisational purpose + values	+20.3%	49.0%	49.3%

Source: [McKinsey & Company](#) -  
*Covid-19 and the employee experience: How leaders can seize the moment*



## Refine your focus:

Ask your people: what do they need now?

Which elements of your employee engagement strategy needs strengthening?

How do you make space for what matters most, Marie Kondo style?

## 2. Reroute







Identify path dependencies and intentionally **reroute** to get from point A to B.

## Reroute:

Identify and break your  
path dependencies

Test something new,  
get feedback quickly

Cultivate trust and the ability to  
'fail fast' with openness + visibility



# Future Focussed

## Before

## After

Annual surveys that inform HR strategy



Frequent pulse surveys to gauge morale with on-the-spot employee feedback

Manual, time-consuming, disjointed employee recognition



Meaningful, consistent, digital recognition

Isolated platforms for single or specific purposes



Integrated employee engagement and people experience to achieve more with less

## Before

## After

Crowded office spaces, strict working hours



Flexible, remote or home-based working environments

Fractured, inconsistent, ineffective communications

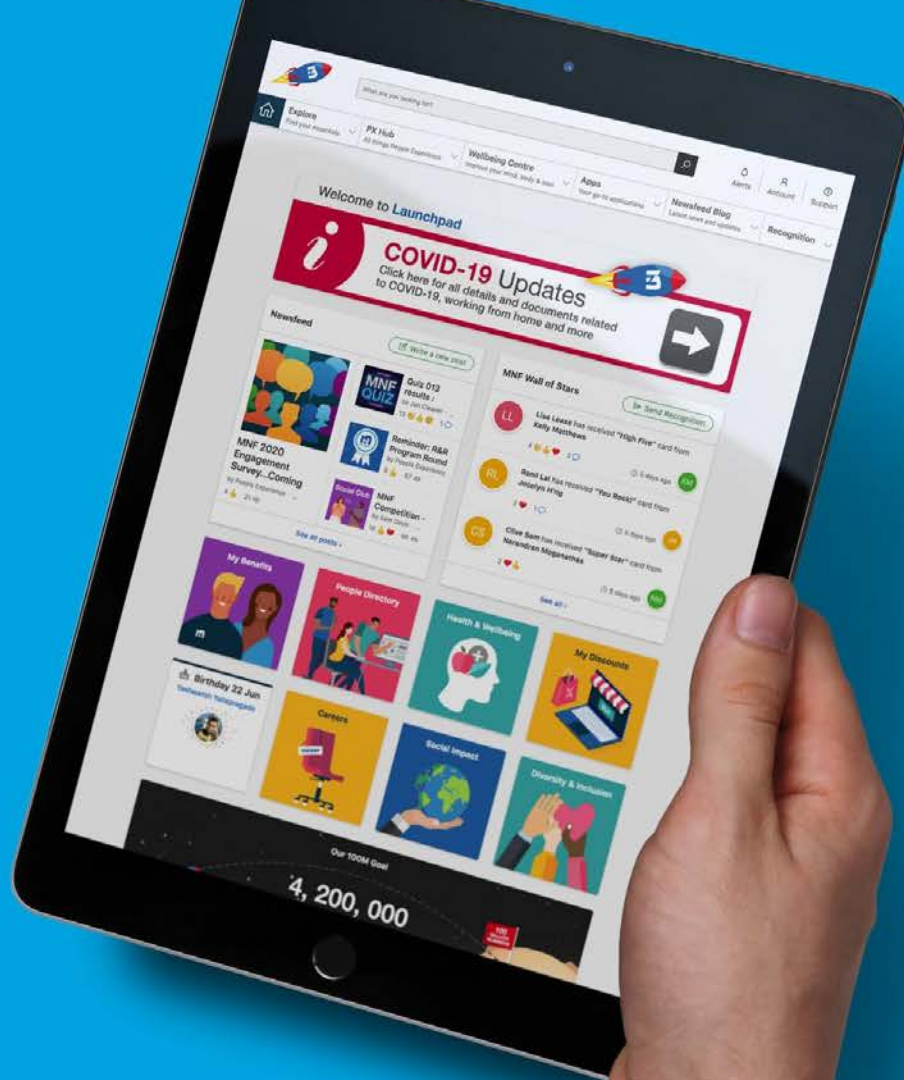


Regular, tailored communication aligned with strategic goals

Employee is responsible for own wellbeing



Employer-supported wellbeing initiatives



## Reroute:

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Test something new,  
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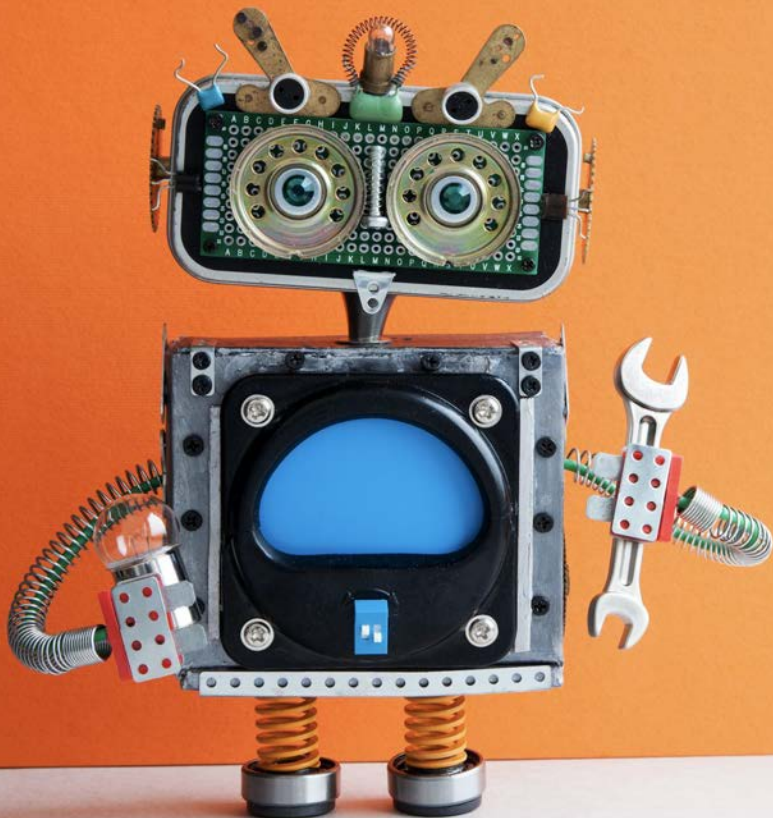


# 3. Resource





Find a way to **resource**  
your idea by leveraging  
things you already have



## Leverage your existing resources:

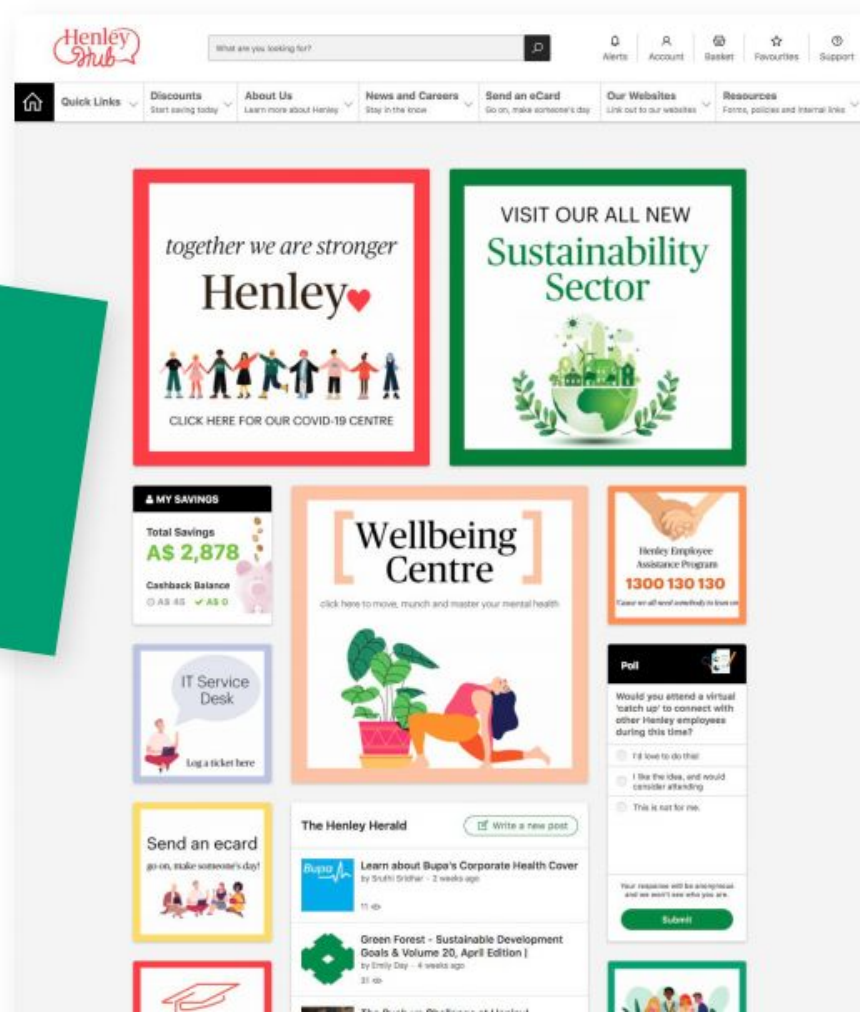
Identify and leverage existing ambassadors

Embrace technology that helps you do more with less

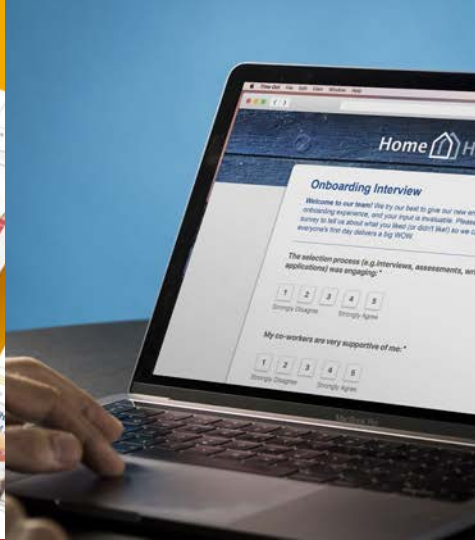
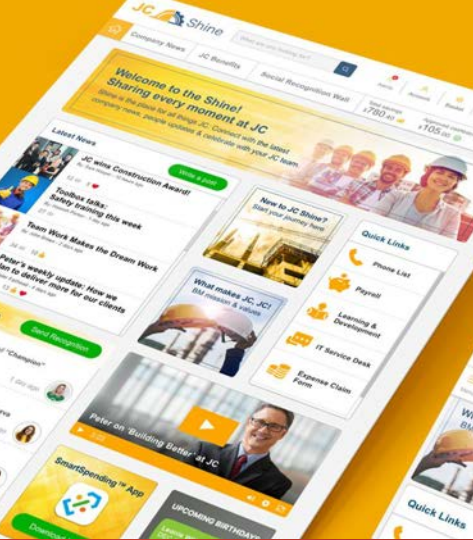
Share accountability for engagement + culture



Examples of eCards and the Henley Hub





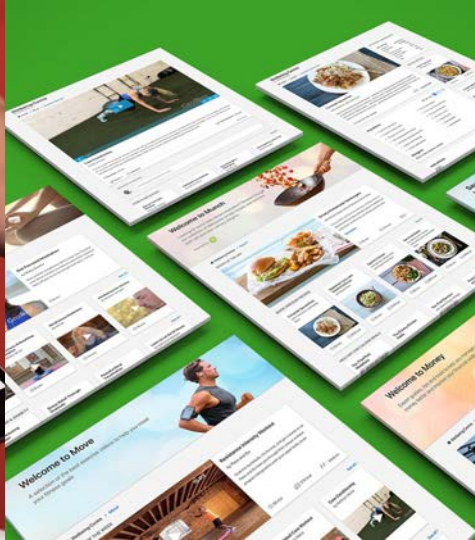


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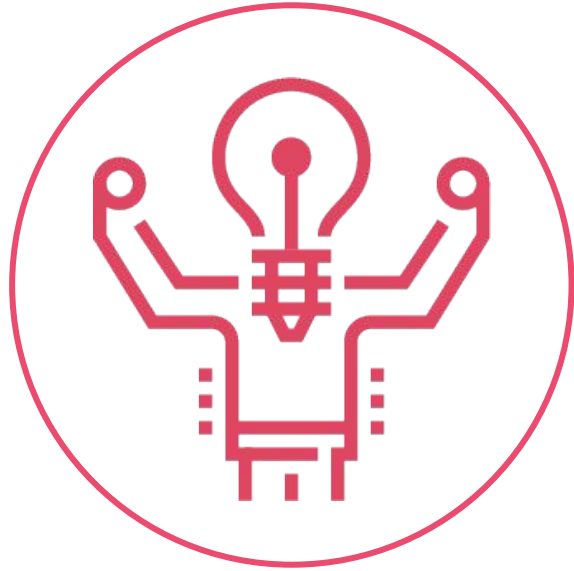
Share accountability for engagement + culture





## 4. Recharge





**Recharge** culture by  
celebrating connection  
and contribution



## Recharge your culture regularly:

Sustain momentum by aligning purpose with progress

Celebrate individual contribution

Cultivate connection and community

# The Engagement Bridge™





timg®



# Trust:

I can always count on you



The Hive





Recharge your culture regularly:

Sustain momentum with  
purpose and progress

Celebrate individual  
contribution

Cultivate connection  
and community





**“Almost every HR department I talk to is in the process of transforming.**

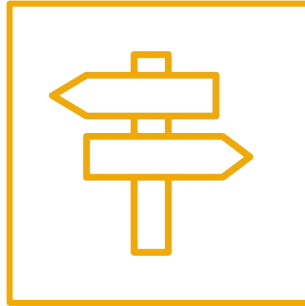
**We no longer ‘serve the business’ or ‘sit at the table’. We are central and critical to the company’s survival, response, and long-term success.”**

Josh Bersin, Global Industry Analyst  
Founder of Bersin by Deloitte

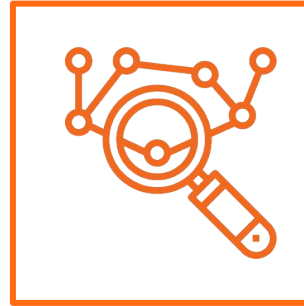
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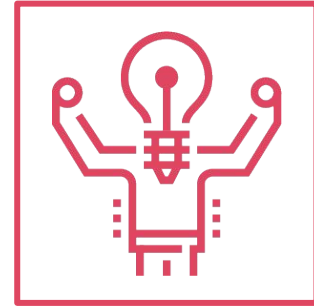
Refine



Reroute



Resource



Recharge



What do my people need right now?

Which parts of the employee experience needs strengthening?

What do we need to do differently?

ADHOC MANUAL VS DAILY, DIGITAL RECOGNITION

ANNUAL VS PULSE SURVEYS

REFINE

REROUTE

BOUNCING BACK

CLARITY  
FLEXIBILITY  
FINANCIAL SECURITY  
WELLBEING  
RECOGNITION  
LEARNING

What matters MOST for my people?

KEEP WHAT YOU  
CHERISH  
THEN REROUTE  
\$\$ TO TECH  
THAT DOES WITH  
LESS

INDIVIDUAL RESPONSIBLE AND EMPLOYER SUPPORTED WELLBEING

FRAGMENTED INCONSISTENT COMMS

REGULAR, TAILORED, ALIGNED COMMS

ISOLATED PLATFORMS, SINGLE PURPOSE

INTEGRATED EMPLOYEE EXPERIENCE

CULTIVATE A CULTURE OF GROWTH

Access = SHARED ACCOUNTABILITY FOR CULTURE

Align progress with PURPOSE

RIPPLE EFFECT

RESOURCE

RECHARGE

FIND & Leverage existing AMBASSADORS!

CELEBRATE INDIVIDUAL CONTRIBUTION

CULTIVATE CONNECTION + COMMUNITY

INVITE PEOPLE BACK TO YOUR DIGITAL CAMPFIRE

THANK YOU!  
YOU'RE TASTIC

Joy Han

By @joyadanwrites



**Joy Adan**

Content Journalist, Reward Gateway  
[joy.adan@rewardgateway.com](mailto:joy.adan@rewardgateway.com)



# Engagement Excellence **LIVE**