



5 QUESTIONS

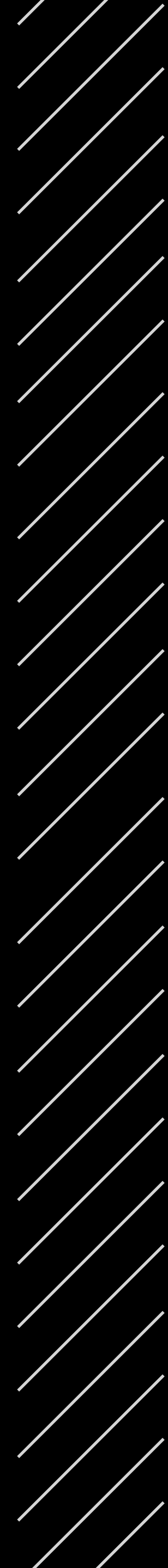
Finn Lynch,
Blackbridge Communications

August 2024

blackbridge

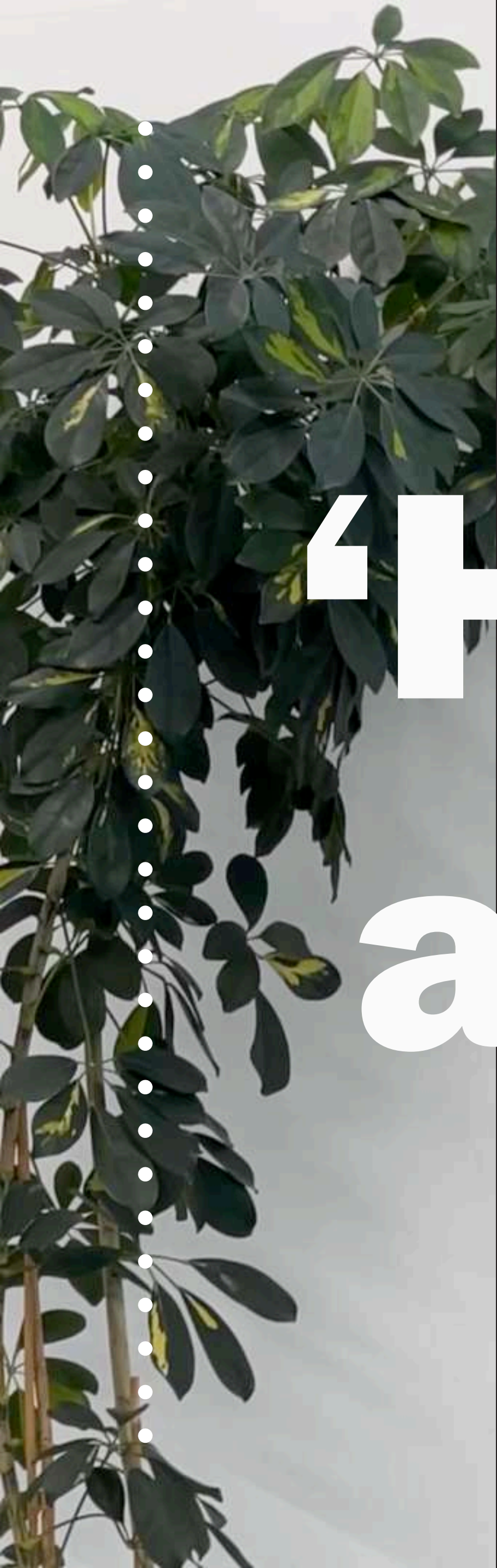


About Blackbridge





**In 2024,
we're being
asked these
questions.**



**‘How do we talk
about DE&I?’**

‘How do we talk about DE&I?’

96% of UK firms have a DE&I policy in place¹, but investment varies

Key themes in 2024 include intersectionality, wellbeing and leadership²

Two specific questions we’ve answered recently:

- ‘How should we talk about DE&I? We don’t have any statistics to share.’
- How do we focus on inclusion?’

¹ Randstad UK;

² Institute of Employment Studies;

Shifting sentiment



A smartphone displaying a sponsored post from Aviva. The post includes the Aviva logo, the text "Aviva Graduates And Apprenticeships", a verified badge, and the text "Sponsored". The main text of the post reads: "We want women to have a real choice, especially when it comes to their careers." Below the text is a large yellow graphic with a faint pattern of overlapping shapes.





**‘How do we turn
our people into
advocates?’**

‘How do we turn our people into advocates?’

Company content shared by employees gets 8 times more social media engagements than original company posts¹

86% of employees participating in an employee advocacy program said it positively impacted their careers²

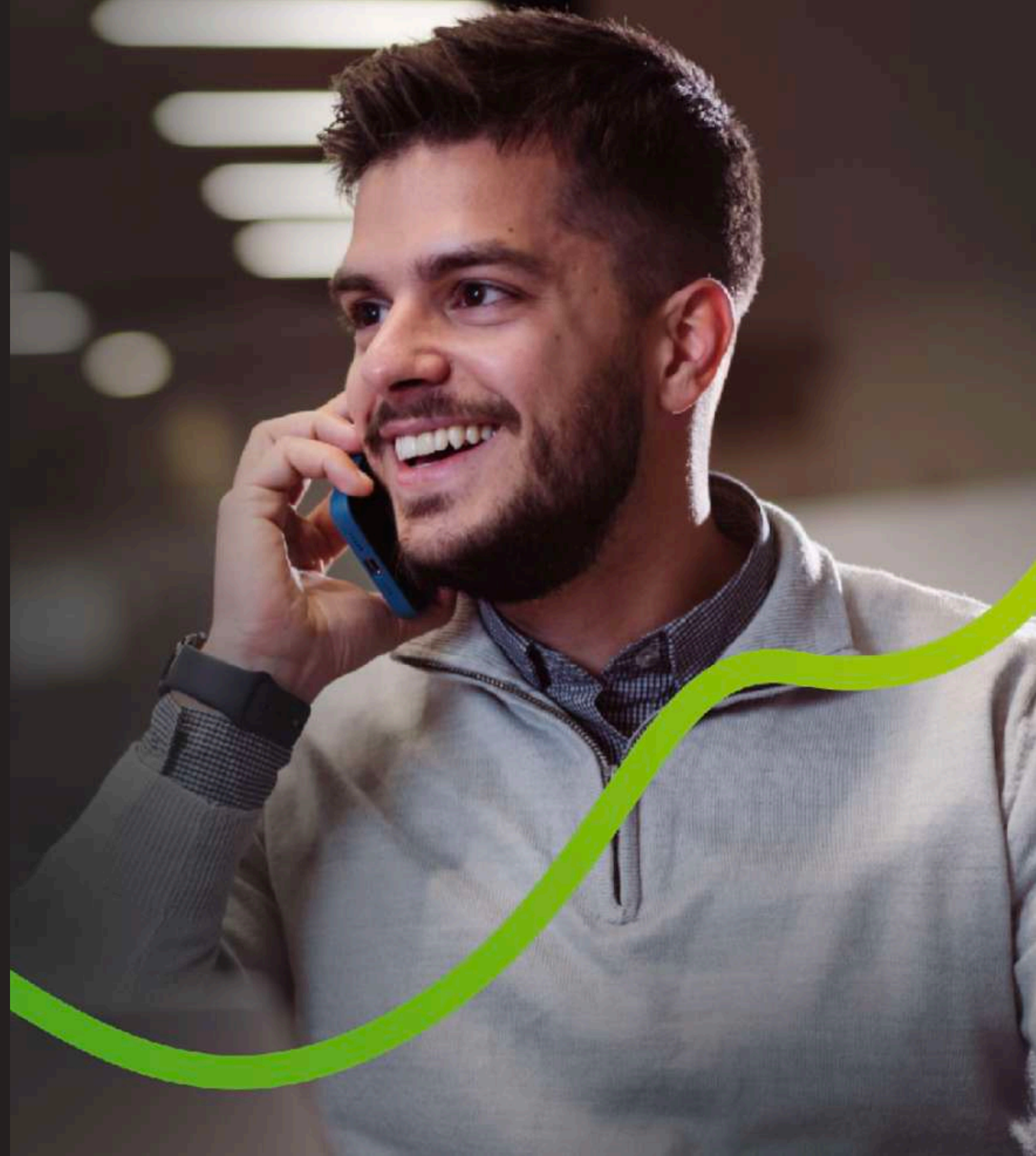
‘Can our people help us to attract the talent we need?’

¹ Social Media Today;

² Hinge Research Institute

Employee Advocacy

Techfluencers



Tech transformation at LBG

FROM

A HIGH STREET BANK

Only 21% of survey respondents saw LBG as offering transformation & tech challenge

- Survey respondents perceived LBG as employing contractors for work of this type
- Recruiter feedback also told us:
 - There is a lack of awareness of scale of the transformation – we need to tell the story
 - There is a perception is that we are a bit antiquated in our approach; old tech
 - The type of work is more important than career


TO

A LEADING TECH FIRM

Key audience motivators are tech & flexibility

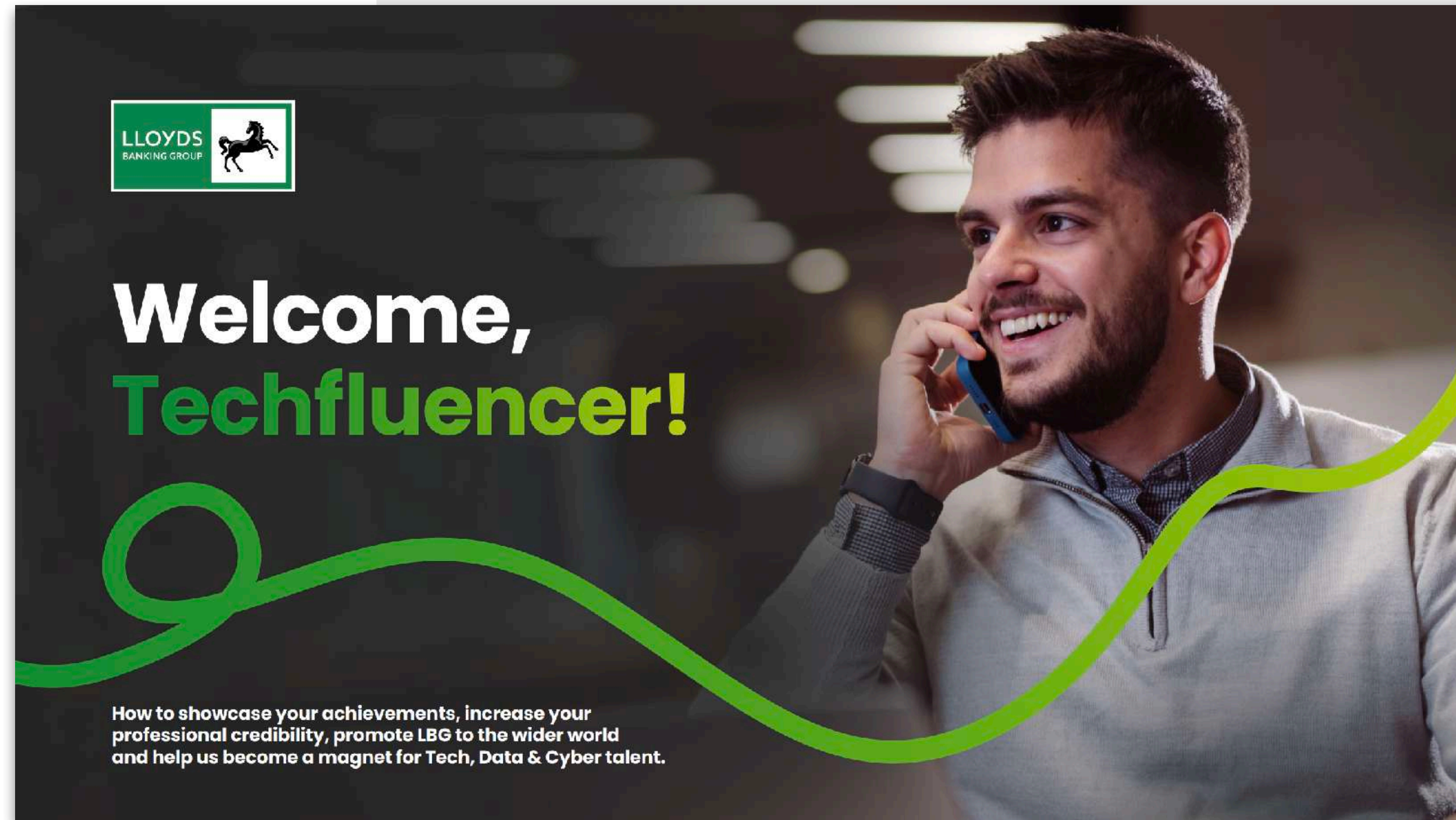
- 27% of respondents in the omnibus ranked flexible working as priority factor
- 62% of developers want to be tech leads, while only 15% want to be managers, Hackerrank 2020 Developer Skills Report
- 59% of candidates want to develop tech skills OTJ, Hackerrank 2020 Developer Skills Report
- More employers are offering flexible working, Devskiller IT Skills Report 2021

Techfluencer social playbook



**Welcome,
Techfluencer!**

How to showcase your achievements, increase your professional credibility, promote LBG to the wider world and help us become a magnet for Tech, Data & Cyber talent.



Techfluencer social playbook



Tools, Tips and Resources



Social Media

Even if you already consider yourself a social media expert, there's always more to learn, and our team has put together a refresher guide to cover posting, particularly on Youtube and Twitter, places we know prospective talent engages. You'll also find a useful library of templates and brand-approved images that you can use to make your posts look fantastic.



Optimising your profile

When thinking about optimising your profile, keywords are the best place to start – it's how you'll be found in search and what you'll be known for. So, first you should think of 5-10 keywords or phrases that will enhance your profile. Then ensure that they appear at least once within the bio/summary/experience sections of your own channel.



LinkedIn

The key areas to complete are the **header**, the **summary** and your **experience** (these will give you maximum visibility across the platform so that your posts can be found as easily as possible). Your **header** should contain your current role. Your summary acts as an executive **summary** of your career to date as well as what your focuses are now. Your **experience** details your current responsibilities in your role. Finally, a clear profile picture is important for building immediate trust.

As part of the Techfluencer programme, we'll also be running a LinkedIn Optimisation session, more details to follow soon...

Using LinkedIn My Company

The My Company tab can be found on LBG's LinkedIn channel. It's a trusted, **employee only** space to help you **stay** connected to your co-workers and join the conversations that matter most.

Here's a simple guide to accessing My Company:

1. Go to the LBG LinkedIn homepage on your PC or your mobile LinkedIn app and navigate to the 'My Company' tab next to 'Home'
2. When prompted, add your LBG work email address. You will be sent an email to this address with a verification code
3. Enter the code and click 'Confirm'. Once confirmed, you will be able to access curated content posted by LBG in the 'My Company' tab

Through My Company, you'll be able to share content recommended by LBG, quickly and easily. Simply select the content, customise it and click "post".

Sharing the content is easy. To see all the available content, click 'See all'. Select the post you'd like to share and click 'Post photo' or 'Post article' under recommended content.

Techfluencer social playbook



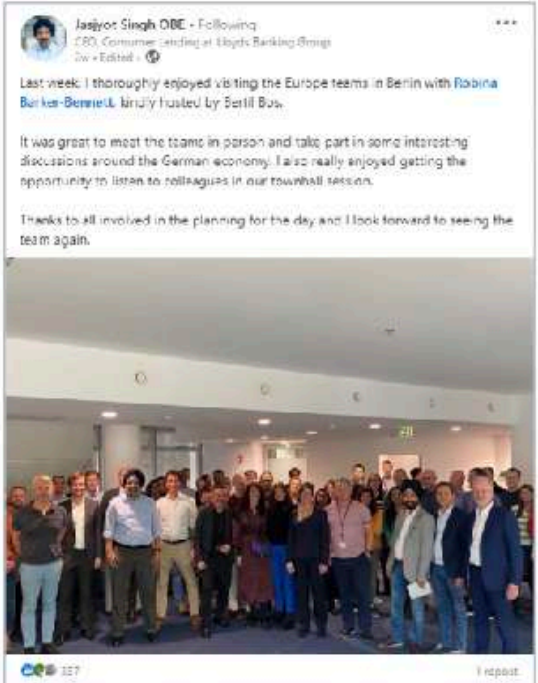
Some examples of great content

What does great look like?

Looking at what's working well for your audience is key to the success of your hiring posts. What works for Tech may be different to Customer Services. Here's some examples of high-performing content:



Speaking in their own, authentic voice



Sharing the "behind the scenes"





Championing teams and customers


Techfluencer social playbook


🏠 ◀ ▶

Social media best practice

01  **Interacting with your audience** is crucial for building a strong social media presence. When responding to comments, make sure to maintain a positive and respectful tone. Avoid getting into negative or argumentative discussions, as this can damage your online reputation and turn off potential followers. Keep in mind that social media is a public platform, and any negative interactions can quickly spread and harm your brand image.

02  **When sharing pictures or videos**, be mindful of your surroundings. Be aware of what is in the background. Avoid sharing images that could reveal your location, such as street signs, landmarks, or specific locations like a hotel or restaurant.

03  **When tagging your location on social media**, avoid using specific addresses or landmarks. Instead, use broad locations like city or country names.

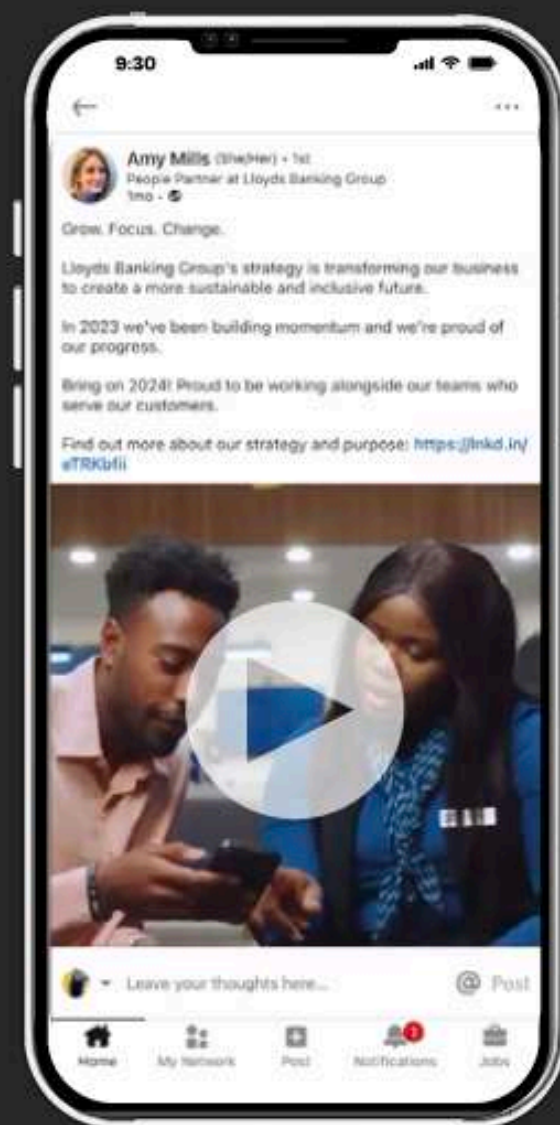
04  **Protect your personal information.** It's important to protect your personal information on social media. This includes things like your home address, phone number and financial information. Be cautious about who you connect with and what information you share.

By keeping these practices in mind, you can help protect yourself and your information while using social media.

Colleague Advocacy Guide – Techfluencers

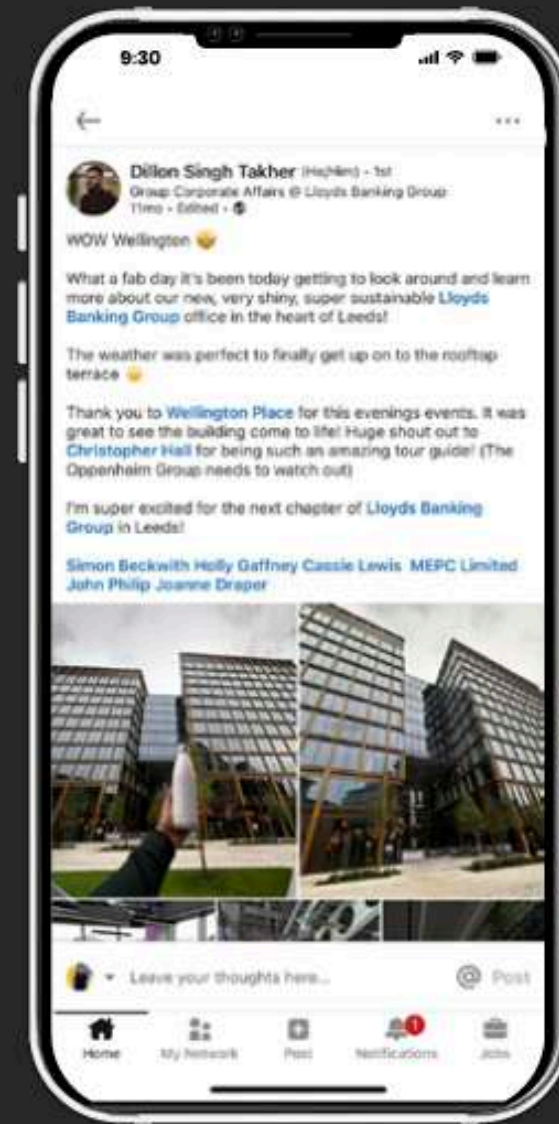
Lloyds Banking Group | Colleague Advocacy Guide – Techfluencers | 21

Aligning to the LBG content themes



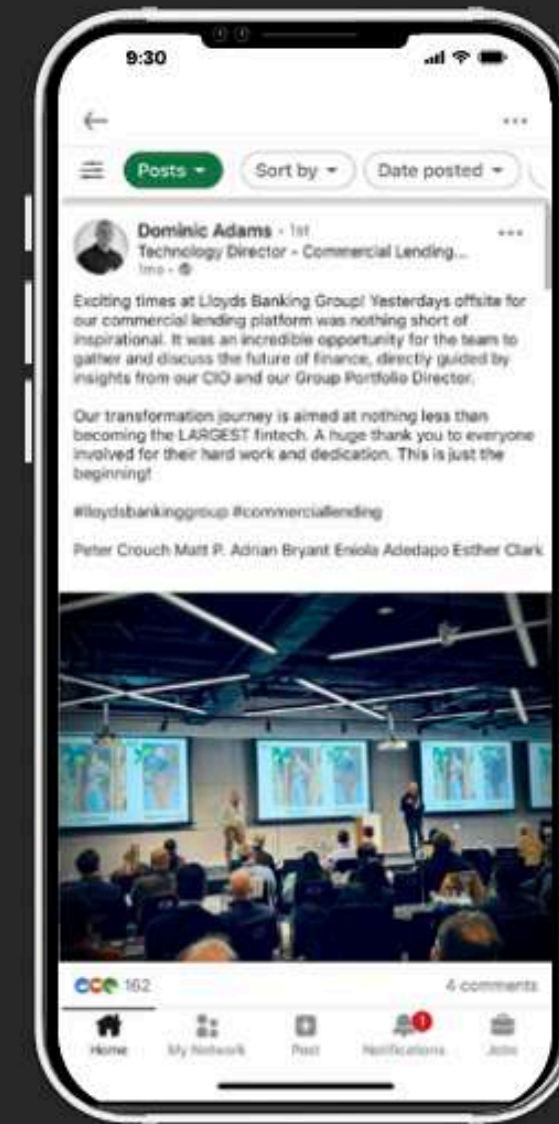
Transformation

How are we doing things differently? Faster? What work are we doing to become a leading tech organisation?



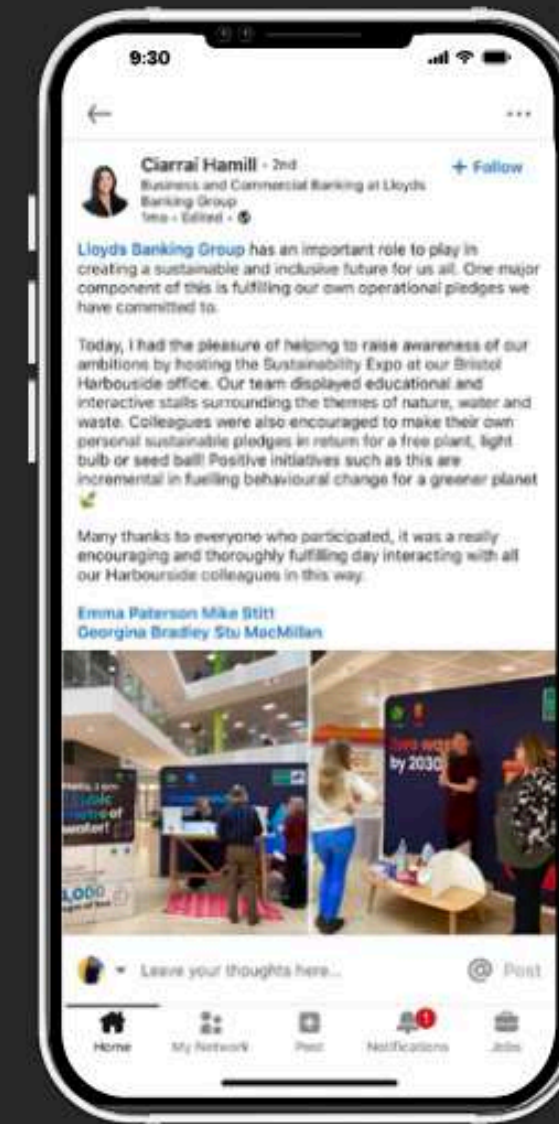
Skills & Learning

How are you learning and developing new skills for the future? How is LBG supporting this?



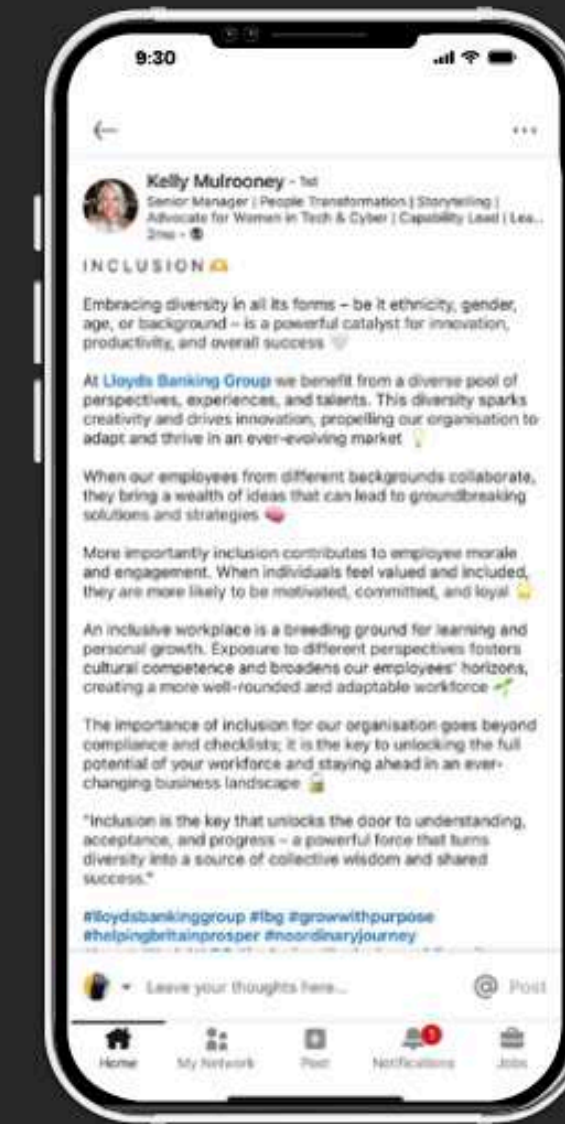
Flexibility

Job sharing, Flexible Late-Stage Careers, Flexible Summer, Flexible Bank Holidays & Moments that Matter, Hybrid Working – what do they mean to you?



Workplaces

What's going on inside our workplaces or the transformation of our offices e.g. Manchester, Leeds, Birmingham. How are we incorporating sustainability into our workplaces?



Inclusion by design

How does inclusion show up in the roles you do around tech or the projects you are working on?

Techfluencer monthly workshops and upskilling

LinkedIn profile optimisation

Content planning

Creative writing & long-form articles

LinkedIn badges

Video & image creation

Expanding networks & speaker opps

Techfluencer participant activity

(sample)

A busy week is coming to an end. We launched registration for our latest Reboot Hackathon, our keynote tech learning event, on Monday morning with 1000 places for colleagues at [Lloyds Banking Group](#) who want to take the opportunity to learn more about technology. The event in November will be on the 5th anniversary of our first Reboot, and will be the tenth - and largest - event we have held, hence it has been titled 'Reboot X'. We're pleased to be working with our partners at [Publicis Sapient](#) and [Microsoft](#) once again to deliver a series of talks, workshops and exhibits as well as a hackathon competition

When we launched our first Reboot on a cold November morning in 2018 we had no idea whether anyone would even turn up. It had taken over a month to register around 350 people for the event, but on the day we had a great turn out. Fast forward five years and our latest event, three times the size, was fully booked in just two hours. My team has done an amazing job to handle all of the requests and queries around Reboot this week and I'm looking forward to posting our usual event round-up video in early December. You'll also be able to hear from us on the [#NoOrdinaryTech](#) podcast on Spotify in the new year as we are recording two new episodes at the event.

[#NoOrdinaryJourney](#) [#EngineerTheFuture](#)



Ant Pulley (He/Him) · 1st
Data Visualisation and Insights professional. Tableau Public Ambassad...
2w · 🌐

Next week I start my three month Shared Parental Leave from [Lloyds Banking Group](#). Looking forward to turning the emails off and focussing on my two girls over the summer!
I expect I will be able to manage a viz or two over that time though 😊

[#noordinaryjourney](#) [#parentalleave](#) [#dataviz](#)



Natasha Nagra and 168 others 16 comments

Chloe Mulders · 1st
Assistant Contracts Manager | Creative Thinker | Advocate for WIBF ...
1mo · 🌐

📍 Workplace Wednesday 🌟 📍

The Wolverhampton, Pendeford hub yesterday in the gorgeous Novemeber Sunshine! It is such a stunning building!

- 🅅 Free Parking on site
- 👥 The amazing Gather & Gather team
- 👤 Fantastic network of colleagues
- 🌟 New Workplace atmosphere Squad
- 🌿 Outside seating area

[#NoOrdinaryJourney](#) [#workplacewellbeing](#) [#workplaceculture](#) [#LBG](#) [#wolverhampton](#) [#WorkplaceWednesdays](#) [#worklife](#)



NARAYANAN PALANI · 2nd
Senior Sustainability Engineering Lead 🏢 Harvard B...
2w · Edited · 🌐

👏 Incredible news that my teams are being selected as Finalist to [#CloudExcellenceAwards](#) 🎉

[#GrowWithPurpose](#) is a mantra that lead us to focus on what matters to application quality-In my experience, getting talented engineers to teams and attracting them to contribute to latest tools and technologies are not that easy and it is not going to happen on day 1. But this has been made possible after a series of relentless efforts from group of engineers working with me in digital native app journeys. As a result, this incredible progress on [#CloudTransformation](#) led us to be [#Finalist](#) to [#CloudExcellenceAwards](#) - read the latest article here: <https://lnkd.in/ekGUFrZM>

🙌 Thanks to [Sai Mallick Nandam](#) for being a brilliant QE Lead in implementing code [#reusability](#) through multiple engineering interventions, [saumya patni](#) has been exceptional in testing native applications for improved [#accessibility](#), [#automationCoverage](#), [Adesh Patra](#) has been kind enough in fixing native app test code, [SUHARSHINI JONNALAGADDA](#) has been managing test code across multiple journeys, proud to see the strong QE leadership from [Sandhip Ravindran](#), [Kunal Nagpal](#) and truly inspiring contributions from [Abhishek Tyagi](#) on Quality Engineering across Cloud Transformation 🙌

🙌 Truly [#NoOrdinaryJourney](#) it has been and proud to be part of [#DigitalTransformation](#) & looking forward to see the final results of the awards at Thursday 21 September @ Montcalm, Marble Arch

🗣 Proud to share the full results here 🙌
<https://lnkd.in/euB6m9Yd>

🙌 PERSEVERANCE IS THE KEY TO SUCCESS



As a parent I am personally so grateful for this flexibility as it significantly reduced my worry and stress - like many other parents - who are concerned about childcare over the summer 🌟

Work-life balance is about finding a way to manage the demands of your work with your personal life. A good work-life balance means you can be happy and productive at work and also have time for yourself and your family 🙌

The ability to determine when and where to work greatly contributes to a healthy work-life balance - especially over the summer holidays when there is even more pressure to be everything for everyone 😊

Like many I constantly battle with Mum guilt as a full time working parent and this has given me the opportunity to have less time commuting and more precious time with my two beautiful daughters 🥰

Thank you [Lloyds Banking Group](#) from a Mother, Wife and working woman who is constantly trying her best to balance work and life and be the best role model I can be to my two little ladies 🙌

"Never get so busy making a living that you forget to make a life."

[#lloydsbankinggroup](#) [#lbg](#) [#noordinaryjourney](#) [#flexibleworking](#) [#flexiblesummer](#) [#peoplefirst](#) [#peopleandculture](#) [#worklifebalance](#) [#mumlife](#) [#workhardstayhumble](#) [#gratefulheart](#)



Ant Pulley · 2nd
Data Visualisation and Insights professional. Tableau P...
5d · 🌐

Well - that went quickly!

As well as today being Halloween, it is also my daughters 1st birthday and my last day of 3 months parental leave.

I've really enjoyed being able to focus solely on the family and would definitely recommend doing it if you have the option.

Definitely also an eye opener on the relentlessness of looking after kids 24/7 for a sustained period of time - kudos to [Jen Pulley](#) for doing it for the previous 9 months!

Back to work tomorrow and looking forward to catching up!!

[#noordinaryjourney](#) [Lloyds Banking Group](#) [#parentalleave](#) [#parenting](#)



Techfluencer results by Phase

PHASE 1

COMPLETE, 6/6 SESSIONS

40
participants

5,832
social reactions

26/40
published content,
others engaged

1,010
comments
and/or reposts

170
posts

PHASE 2

HALFWAY, 3/6 SESSIONS

99
participants

5,832
social reactions

26/40
published content,
others engaged

1,010
comments
and/or reposts

170
posts



**‘How can we embed
our employer brand
in our talent
communities?’**

‘How can we embed our employer brand in our talent communities?’

Sometimes recruiters can't see the value of an employer brand

And they aren't shown how to use it properly

84% of larger organisations are 'taking action to improve employer brand within their organisation', says the UK's CIPD

How do we embed this across multiple countries and regions?

Case study

A consistent employer brand for a complex organisation



The core EVP

PRIMARY PROPOSITION	'Together we can'			
PRIMARY NARRATIVE	Together we can create a better future. We are restless and passionate about making the world more connected, inclusive and sustainable. Our human spirit - together with technology - enables us to achieve this. At Vodafone, you can truly be yourself and belong. You can share inspiration, embrace new opportunities, thrive and make a real difference.			
EVP PILLARS AND TOP-LEVEL DESCRIPTORS	OPPORTUNITY Embrace a world of experiences that will challenge you and help you thrive.	INNOVATION Think big, take risks to break new ground, enjoy an agile environment and create the future.	PEOPLE Be yourself, share inspiration and belong.	IMPACT Make a difference to people, our business, our customers, communities and the planet.
COMPLEMENTED BY GOOD ESSENTIALS	Competitive pay & benefits Flexible ways of working Care for your wellbeing			

Building visual consistency through UGC

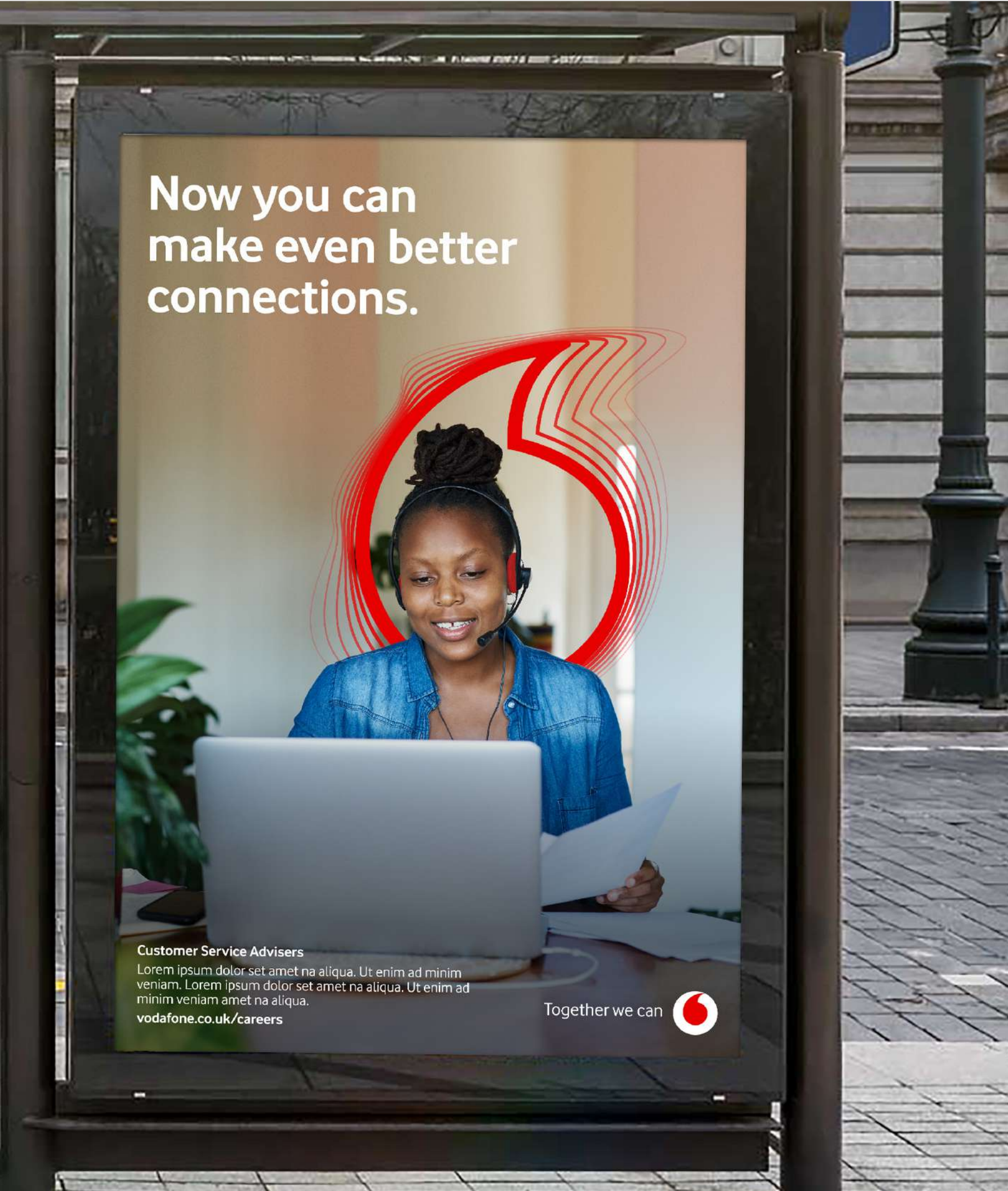


The output: Playbook

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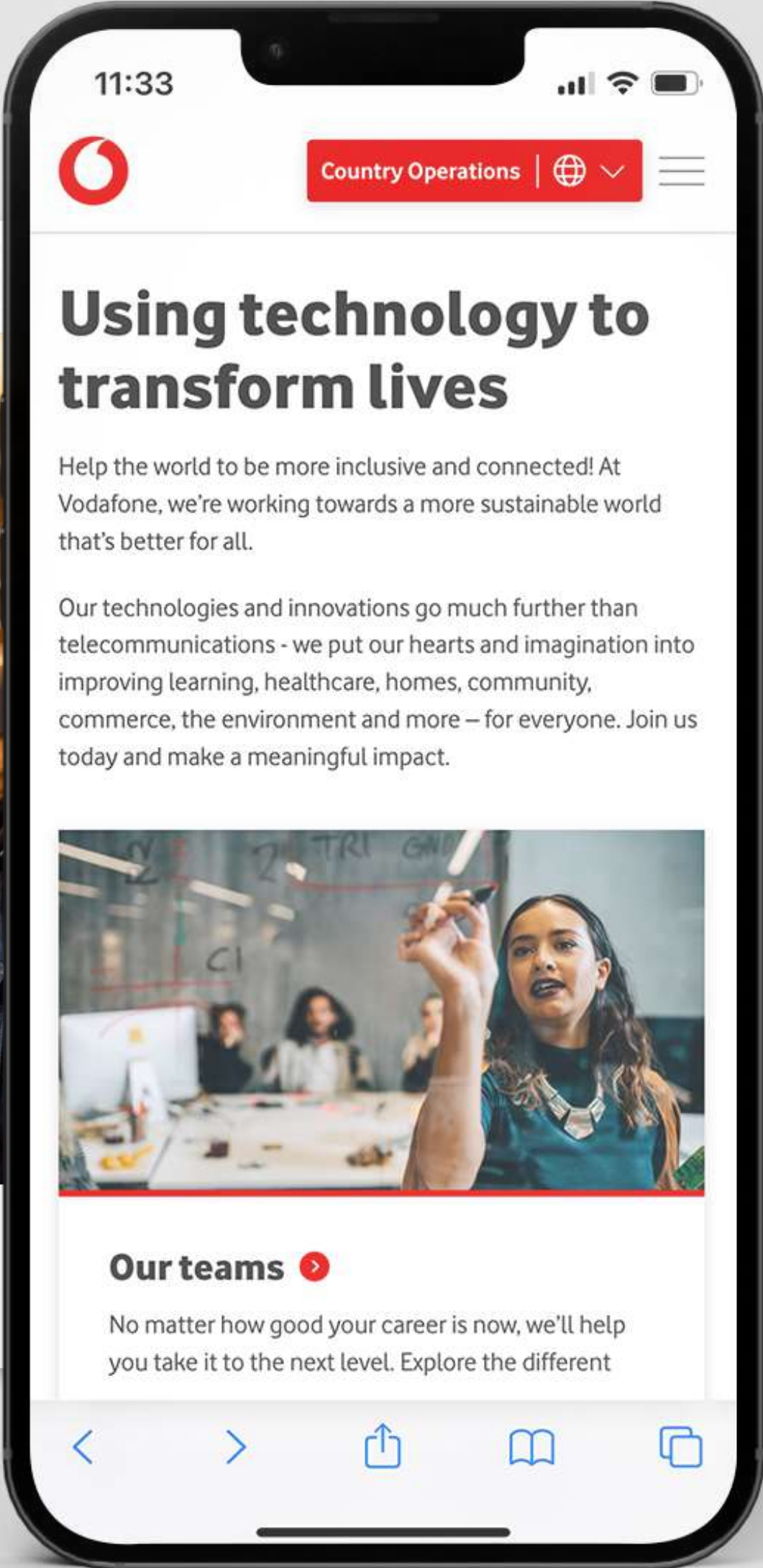
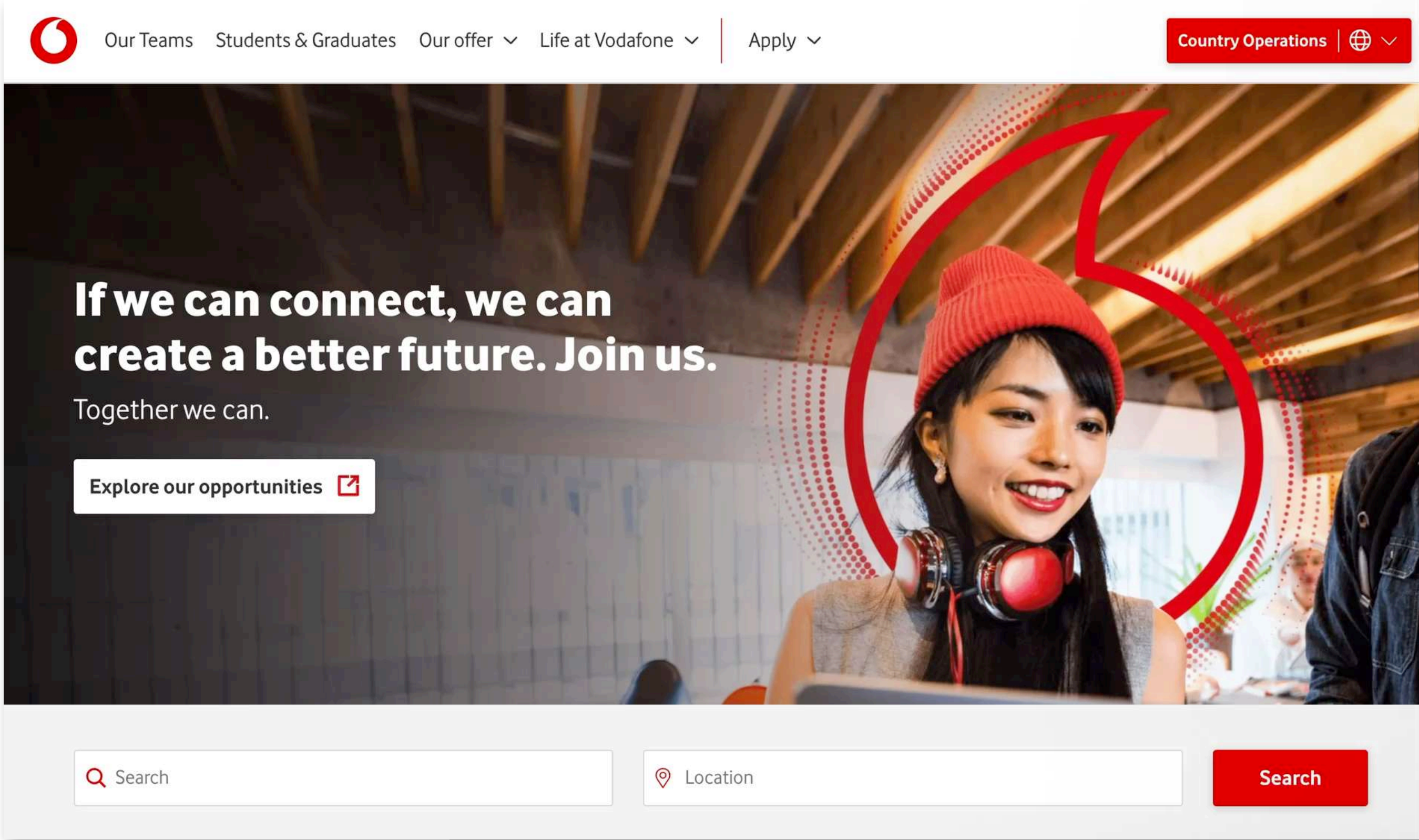
The output: Playbook – external



The output: Playbook – internal



The output: websites



The output: Playbook – stakeholder training

Global EVP and Employer Brand Workshop

Presented by
Vodafone and
Blackbridge
December 2020



The output: Playbook – stakeholder training

10 principles for bringing our EVP and employer brand to life

1. One brand:

Align employer brand with corporate/consumer brand, vision and purpose.

2. One seamless narrative:

Align what's said externally with what's said internally.

3. Aim for fame:

Choose what we want to be famous for as an employer and prioritise those themes.

4. Address "What's in it for me?":

Always be audience-led: what really matters to candidates and employees? EVP needs to be super-clear, comprehensively expressed and upfront, and *embedded across all touch-points*, so that future talent can easily access and evaluate it.

5. Provide evidence:

The most impactful employer brands differentiate by demonstrating HOW they deliver their promises: the policies, experiences, details, facts and stats that show our promises are authentic and we deliver against them.

6. Show, don't tell:

Use employee stories and user-generated content, and empower social amplification and candidate-to-employee/peer-to-peer communication and engagement, to demonstrate EVP, values and behaviours, and culture/employee experience.

7. Tailor messaging:

Local content for local people, specific messages for segmented audiences/key personas, delivered with a global framework that creates consistency of core themes.

8. Bold creativity:

Experiment with new ideas, new mediums, favour video and user-generated content, know when to be playful and disruptive, draw inspiration from cultural movements and trends and keep it authentic at all times.

9. Maximise impact of own channels:

Strengthen EB Digital footprint, champion messages with global appeal on global platforms. Leverage consumer channels where appropriate.

10. Measure, iterate and optimise:

It's a journey, be agile, and evolve strategy as necessary.

First year results

900

assets created

3,000

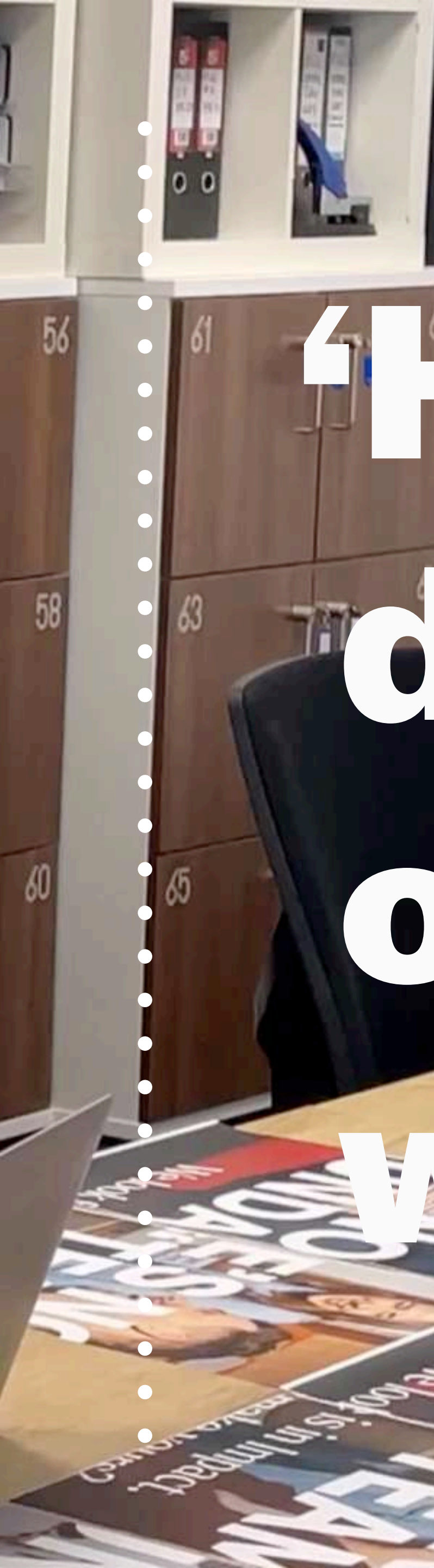
assets downloaded

5,500

assets viewed

600

downloads
of Playbook



**‘How can we make a
disparate
organisation talk
with one voice?’**

‘How can we make a disparate organisation talk with one voice?’

Big organisations can be complex

Streamlining a story can be inauthentic

**Focus on:
Organisation-wide purpose, values, vision**

Create: a high-level EVP

Develop a consistent ‘look and feel’

Employer Brand International

You're at the
heart of it



DNV

Employer Brand International

You're at the
heart of it



DNV

We developed an EVP with four key pillars:

FEELING PROUD OF THE WORK YOU DO

BEING VALUED AND HEARD

SEIZING THE OPPORTUNITY TO LEARN AND GROW

EARNING OUR REPUTATION EVERY DAY

The results: Bringing the brand to life

When you want to be at the heart of global transformation, visit Stand XX at [EVENT]
You're at the heart of it

When we proudly announce a new arrival
You're at the heart of it

When there's big career news to announce
You're at the heart of it

When we combine your vision with our presence
You're at the heart of it

The results: Giving colleagues ownership



Glossary of employer brand terms

We don't expect you to be an expert in employer branding. So here are the definitions for a list of terms you are going to hear a lot, but may not be familiar with.

Employer brand The reputation that you have as an employer.	EVP pillars Evidence-based statements that underpin the central proposition and can be used to drive the construction of headlines in employer branding material.
Employer value proposition (EVP) The reasons why people should join and build a career at your organisation.	Tagline A line of copy that will appear on most candidate attraction and employer branding material. It's the creative line that summarises the EVP narrative.
Employer branding The act of marketing your EVP to positively affect your employer brand.	Headline A line of text, usually linked to an EVP pillar and/or business area, which introduces or sums up a piece of employer branding content.
EVP narrative The summary or key reasons to join, often explained, qualified, or evidenced by the EVP pillars.	Rivals for talent/competitors Those organisations, whether they are in your commercial sector or not, who seek recruit the same types of candidate as you.

6 Employer Brand Playbook



Using the Employer Value Proposition (EVP) to promote DEI

Photography

When choosing photography, you should try and select imagery that captures our diverse workforce. When looking at a campaign or a series of communications, our workforce should be represented in authentic ways. Remember that people looking at our photography from outside the business will assume that the imagery we choose is representative of the people who work here. It's important that they see people they can identify with.

The text is accompanied by a grid of four diverse employee portraits: a woman with long brown hair in a patterned top, a man with short black hair in a grey sweater, a man with glasses in a grey jacket, and a woman with blonde hair in a high-visibility yellow jacket.

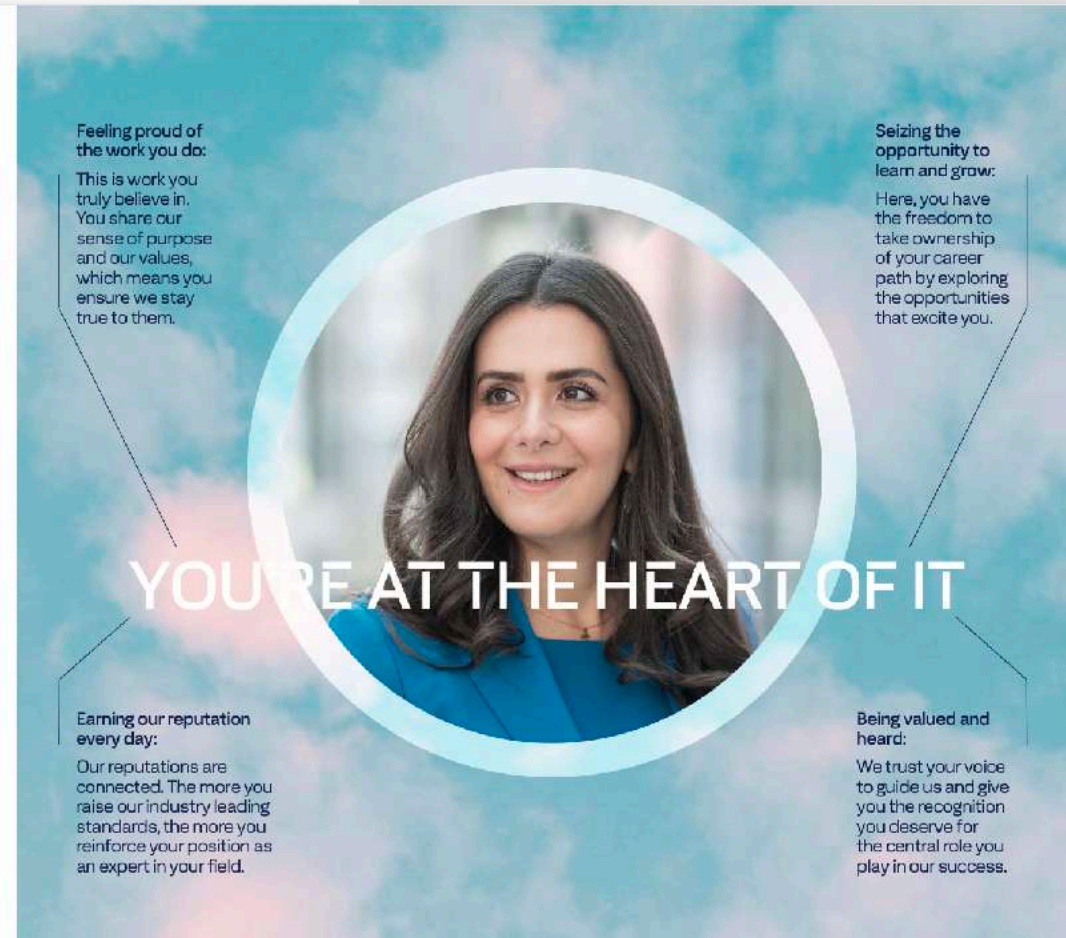
35 Employer Brand Playbook

The results: Giving colleagues ownership

Our tagline

Our tagline is 'You're at the heart of it'. This key component of our employer brand sums up what it feels like to work at DNV. It expresses our EVP, as well as our humble pride, our integrity, the learning opportunities we offer and our values. Just like our customer centricity principles, it has our candidates and employees at its heart. And, when coupled with a headline, it also gives us the flexibility we need to talk about any aspect of our business.

The words in our tagline have been carefully considered in order to ensure they relate back to our core EVP statement and pillars.



Our colour palette

Our colour palette reflects the idea of a 'broader view' through using colours that represent the sky, land and sea. This is represented by the consistent use of our light blue, green and dark colours respectively.

Primary colours*

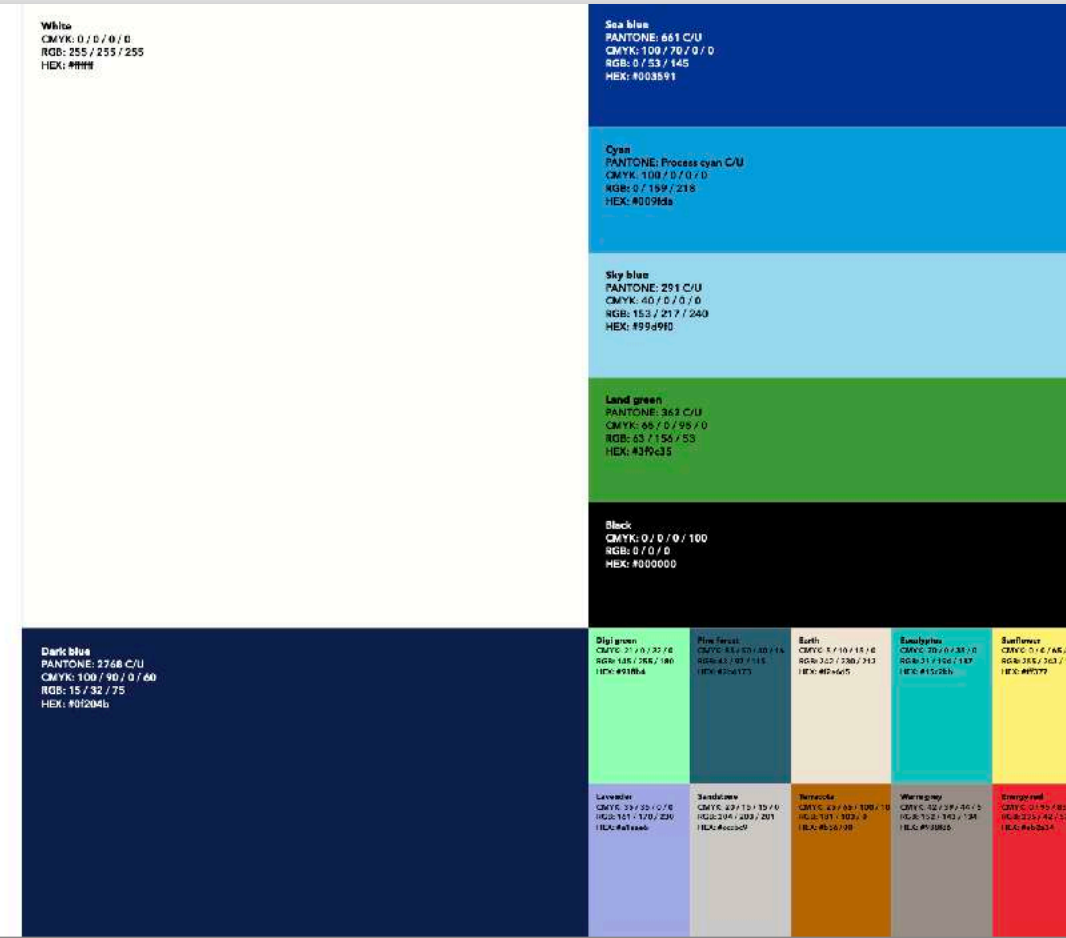
We have seven primary colours; Sky blue, Land green, Sea blue, Dark blue, White, Cyan and Black. Here's how to use them...

Secondary colours*

Our secondary colours are used for:

- Information graphics such as tables, graphs and diagrams
- Categories and chapters in publications (always sparingly on finer details)
- On the Transformation Graphic on a Dark Blue background

Important note: Use the chart found in the colour palette guidelines here: <https://brandcentral.dnv.com/brandcenter/en/dnvg/bc/components/default/44016>



Background imagery

When we use background imagery in our marketing material, it should accurately represent the work that we do.

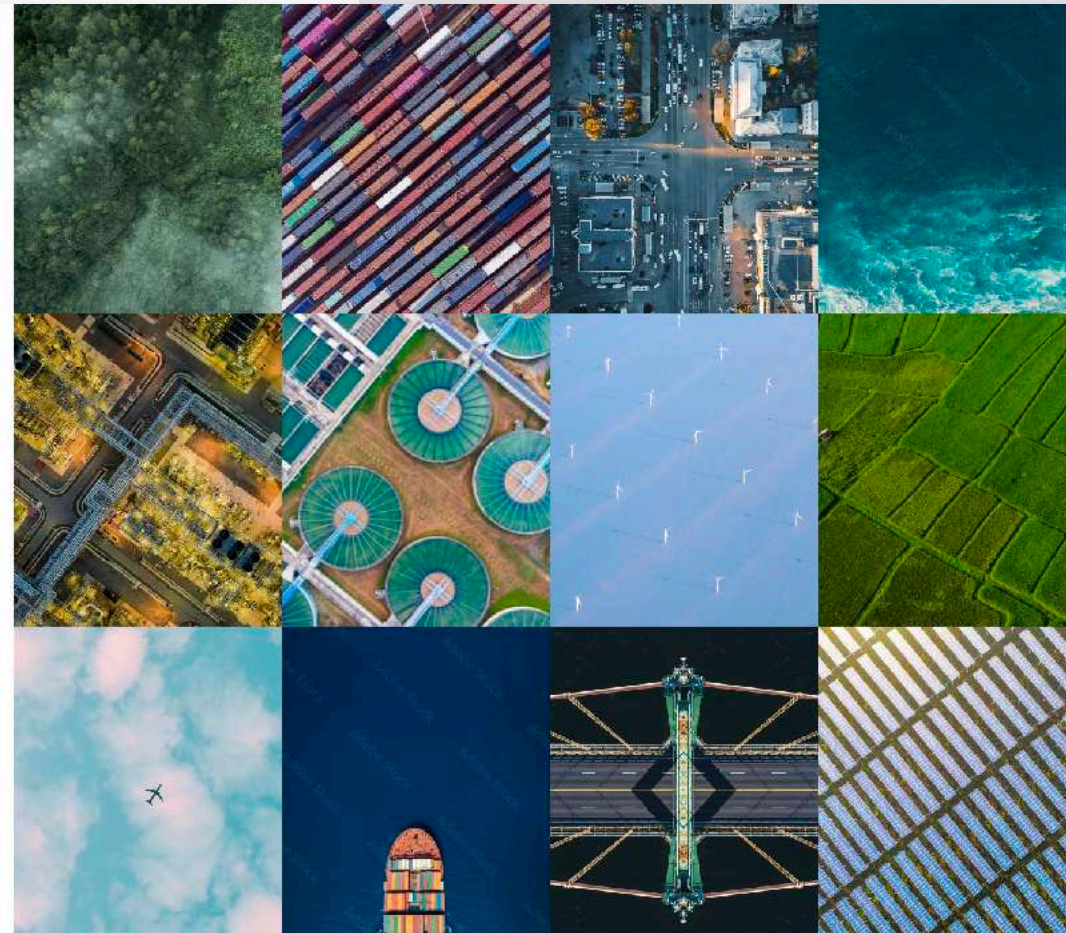
You can use imagery that includes interesting textures, however refrain from using imagery which is too busy. Simple shapes and subjects work better.

Aerial shots

We can use imagery that is shot from above. These should be shots of real world environments. If you include any ships or aircraft, please ensure they are related to the work we do. Some examples are shown here.

NB. There is an exception - you can use an image of the sky that includes an aircraft, instead of an aerial shot if relevant.

Much of this imagery can be found in our brand library. However, we must be careful not to utilize the same images found in other branded content too often. Therefore, we can supplement our work with imagery of a similar style found on licensed high-quality stock photography websites.



Our tone of voice

We have five main principles for our tone of voice:

- SHARE KNOWLEDGE
- INNOVATE
- BALANCE
- BE INCLUSIVE
- SIMPLIFY COMPLEXITY

SHARE KNOWLEDGE
DNV is a trusted voice, because we communicate wisdom through language and action. We are comfortable using terminology such as 'expertise', 'explore', 'learn', 'insights', 'knowledge', 'scientific', 'research', 'facts', 'studies' and 'academic'. However, we always remain humble and objective, careful to never talk down to or sway the reader.
INNOVATE
We always look to the future. Innovative thinking requires fresh and forward-thinking ways to communicate it. This is reflected in words and phrases such as 'growth', 'advancement', 'journey' and 'building' and 'outlook'. The more creative and innovative we can be when we communicate, the more people will respond to what we are saying.
BALANCE
We will always balance global, local and societal needs with our customers' business needs. This balancing act requires skill, awareness and objectivity. Our tone of voice will reflect this skill by using factual, balanced and trustworthy language with no spin or exaggeration, deployed in a way that is fair and genuine.
BE INCLUSIVE
As a truly global business, unity and teamwork are our greatest strengths. Our tone of voice must be encouraging and truthful - using collective, inclusive, sharing language. 'We', for example, reduces the distance between the reader and the writer. This must be reflected in the way we communicate.
SIMPLIFY COMPLEXITY
Our technical expertise is second to none and DNV is truly passionate about this. Our tone of voice, however, should use technical terminology with care. Even technically minded audience aren't necessarily engaged by technical messages when we only have a few initial seconds to attract their attention. Presenting complex information in simple terms is a powerful communication tool.

**‘What else can
creative
communications
do for us?’**

‘What else can creative communications do for us?’

**Engagement as well as
attraction**

**Employer branding
developed from the
inside out**

**To drive behavioural
change**

The creative solution

**TINY MOMENTS.
MASSIVE RESPECT.**

We think 'What if?'

We show we care.

We make great things happen.

It's what we do.

southeastern

The creative

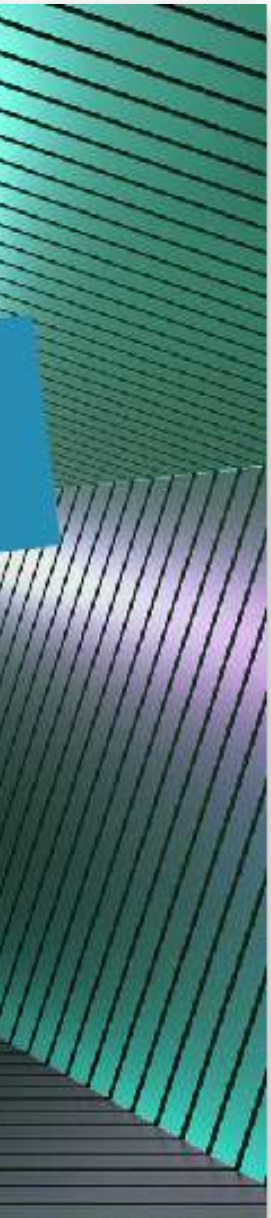
Hero campaign graphic



Way of working-specific hero graphics



The creative



**WE SHOW
WE CARE**

We look out for people.
We do what we can to help.

Tiny moments. Massive respect.

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**WE MAKE
GREAT THINGS
HAPPEN**

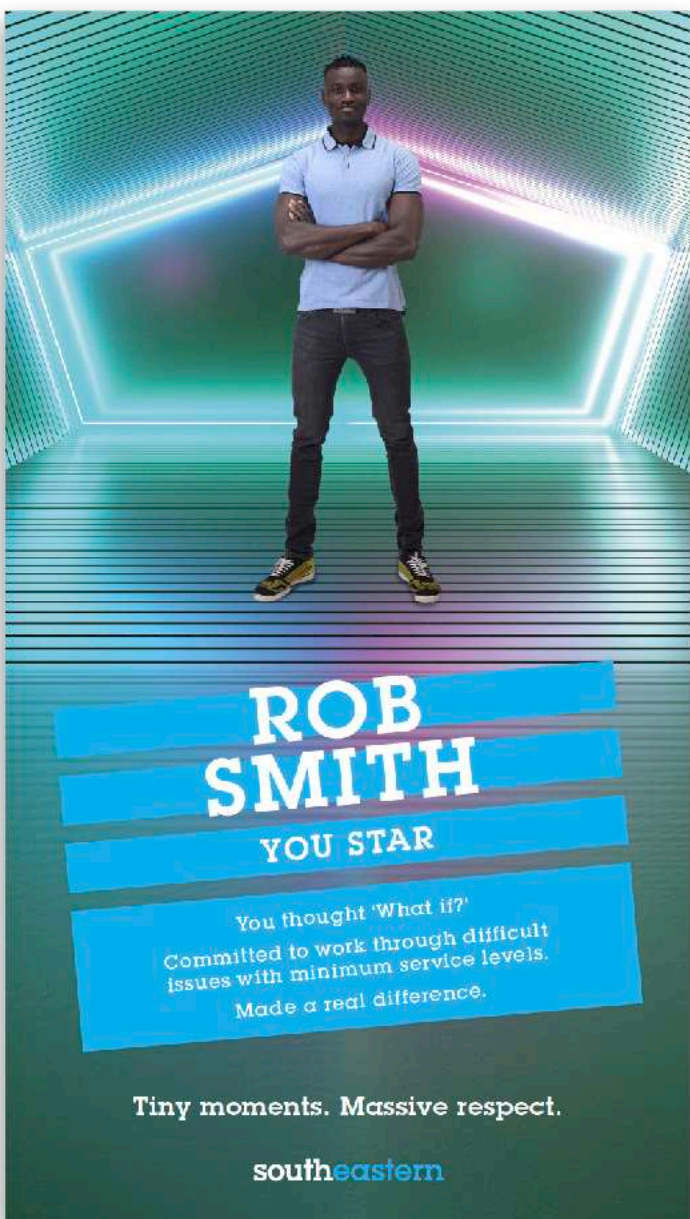
We take on a task. We get it done.

Tiny moments. Massive respect.

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The creative



Rob Smith stands in a futuristic, glowing blue and green tunnel. The background is a grid of light lines.

ROB SMITH
YOU STAR

You thought "What if?"
Committed to work through difficult issues with minimum service levels.
Made a real difference.

Tiny moments. Massive respect.

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Tariq Khan stands in a futuristic, glowing yellow and green tunnel. The background is a grid of light lines.

TARIQ KHAN
YOU ABSOLUTE LEGEND

You make great things happen.
Streamlined our approach to issuing uniform and equipment.
Everyone has the right kit at the right time.

Tiny moments. Massive respect.

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Jen Williams stands in a futuristic, glowing pink and purple tunnel. The background is a grid of light lines.

JEN WILLIAMS
YOU HERO

You showed you care.
Ran with a slower colleague so they weren't left behind during a team run.
Made all the difference.

Tiny moments. Massive respect.

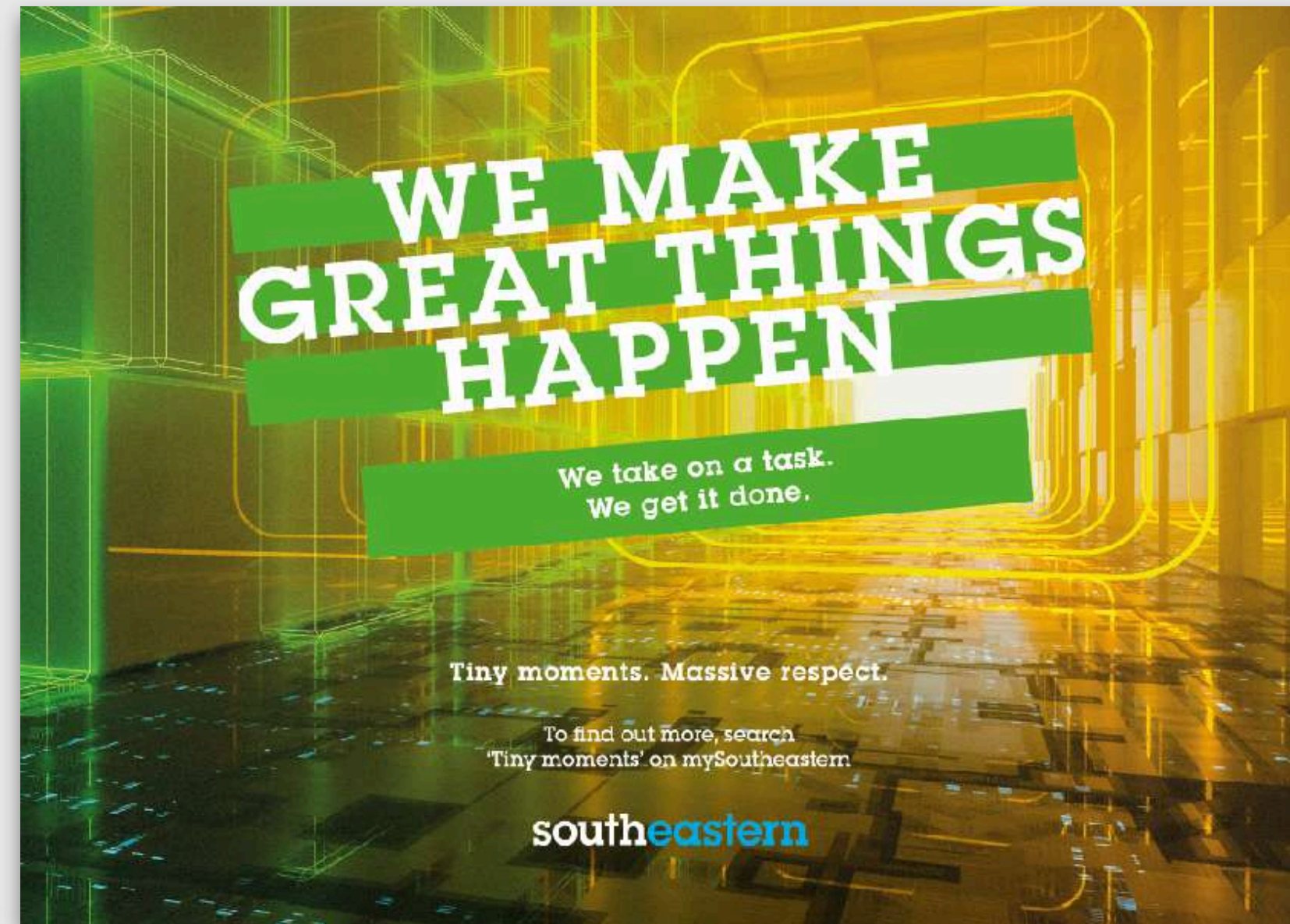
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All colleague launch

Desktop screensaver

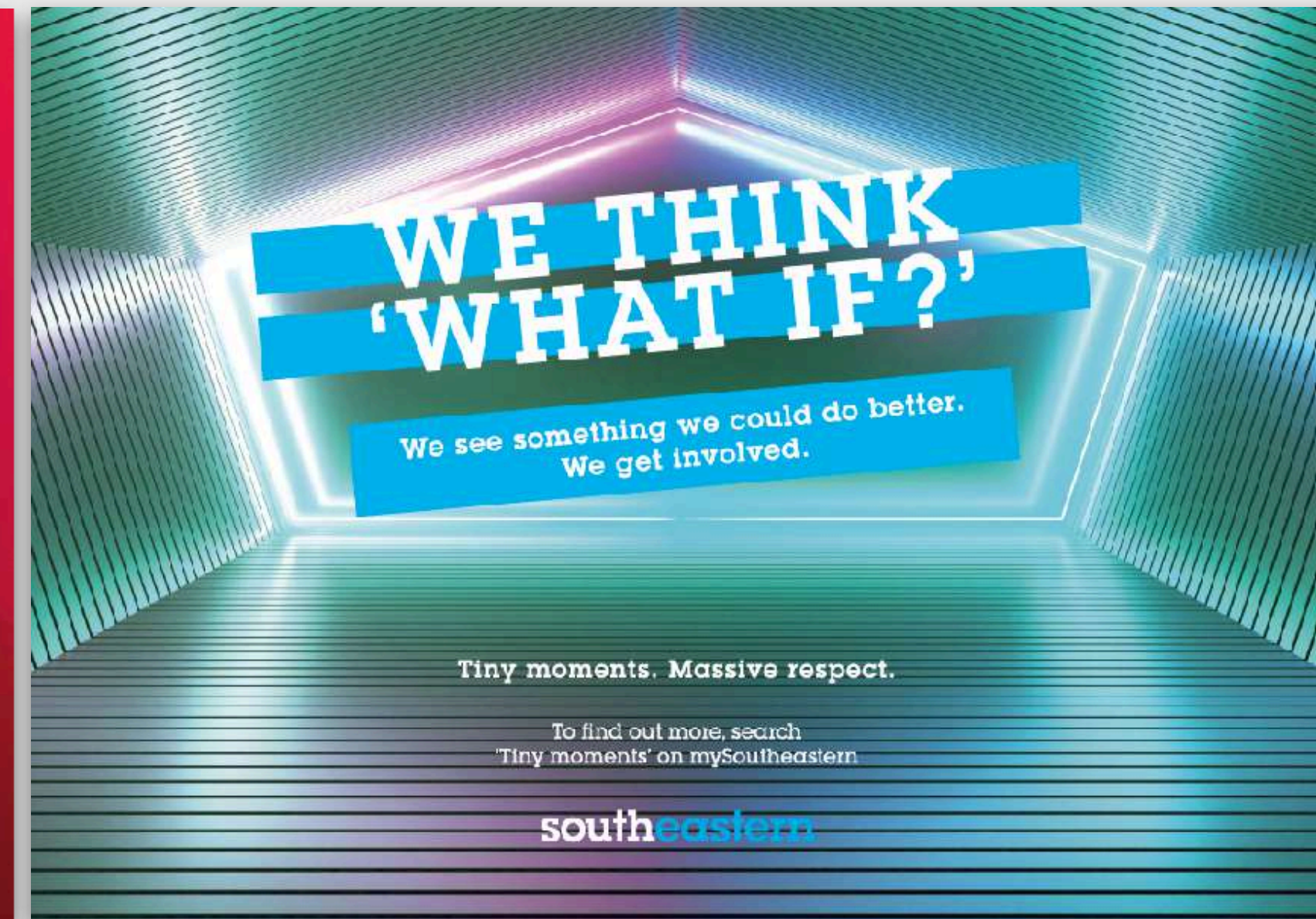
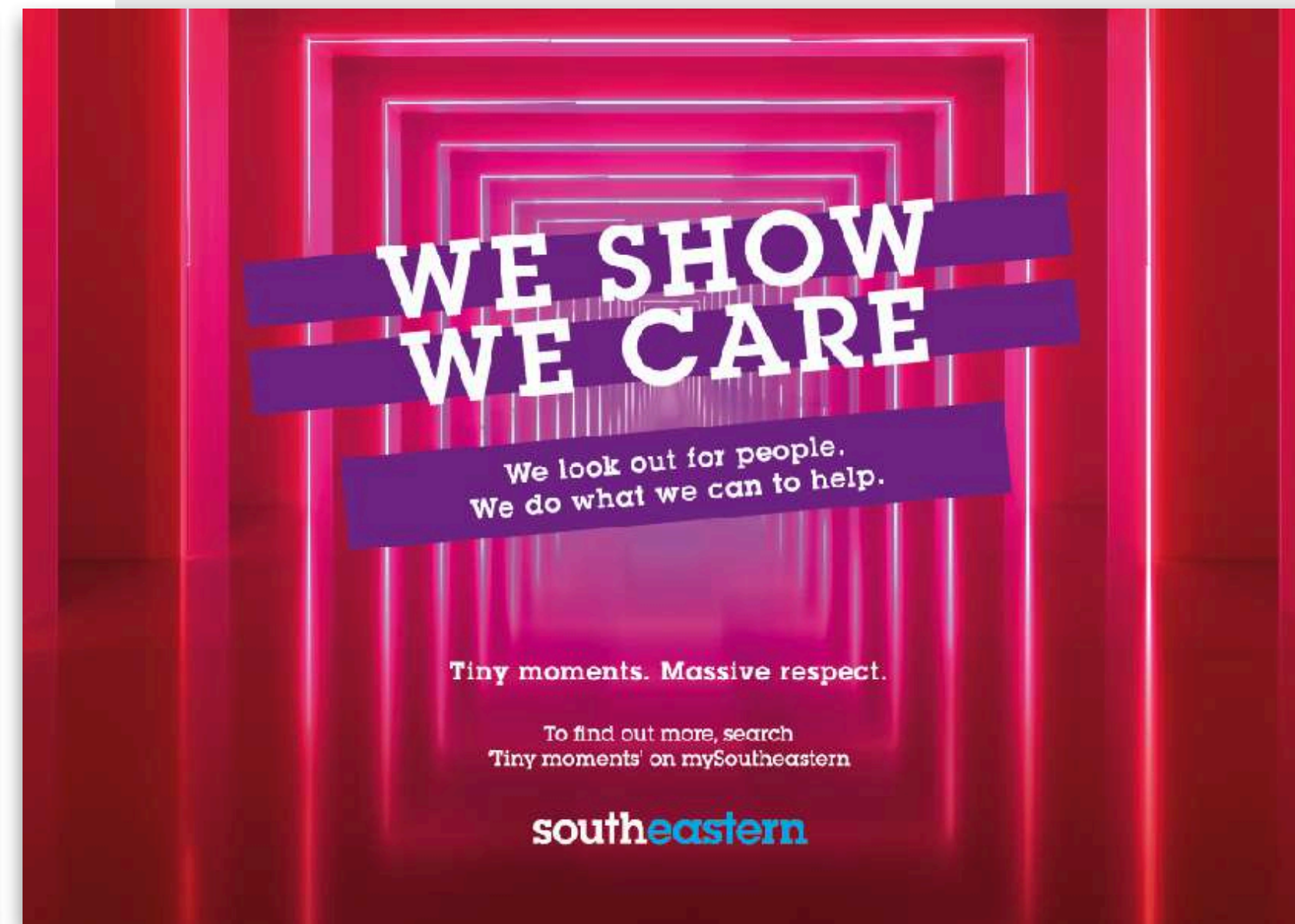
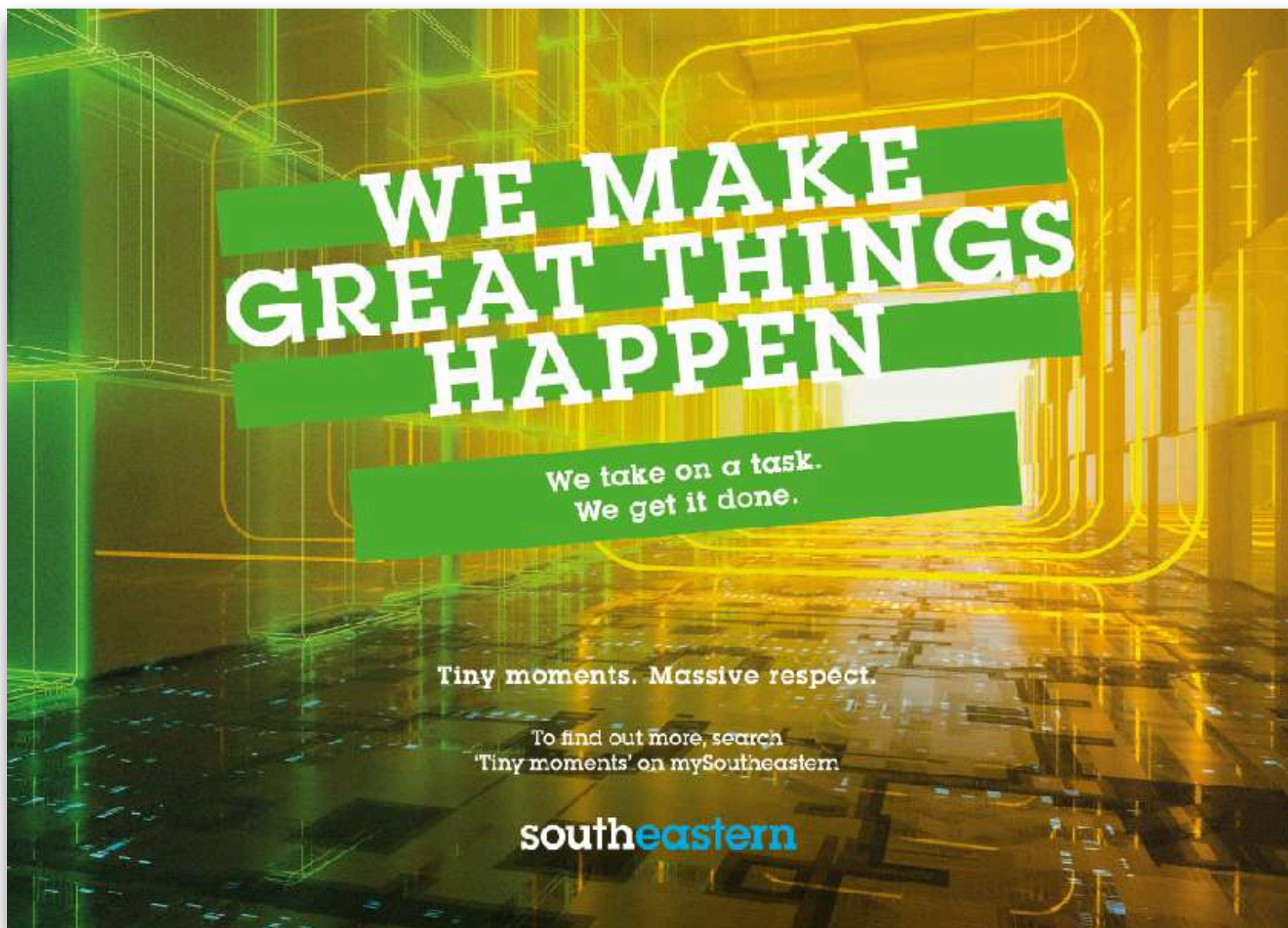


Posters, digital wallpaper and table talkers



All colleague launch

Posters, digital wallpaper and table talkers



All colleague launch

Manager guide: Appreciative Inquiry

**TINY MOMENTS.
MASSIVE RESPECT.**

We think 'What if?'.
We show we care.
We make great things happen.

A manager's guide to small conversations that inspire positive ways of working.

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STORYTELLING EXERCISE

This exercise is based on a tried and trusted process called appreciative inquiry. This exercise will help you to identify what is working well, thinking about why it is working well, and then doing more of it.

The exercise is in two parts:

1. Real-life stories.
2. Connecting our stories to our ways of working.

The exercise should feel enjoyable and sociable. Have fun with it.

Tips for running an enjoyable session:

- Keep it positive – appreciative inquiry is based on focusing on what works well today, and how we can do more of that.
- Encourage openness – foster an environment where people feel they can speak freely and encourage everyone to contribute.
- Talk often – make these conversations a regular thing for your team.

Quick tip:

- If you manage a small team – up to three people – try joining forces with another manager who also manages a small team. A larger group makes for a more enjoyable experience.
- If you do join up with another manager, decide beforehand who will lead the exercise. As the session is designed to be repeated, perhaps you could take it in turns.

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A manager's guide to small conversations that inspire positive ways of working | 6

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PART 1. REAL-LIFE STORIES

5-10 minutes

Choose one of the following questions and ask if anyone has a story they'd like to tell. The stories don't have to be momentous; tiny moments are equally important. Give people time to think.

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All colleague launch



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PART 1. REAL-LIFE STORIES

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Choose one of the following questions and ask if anyone has a story they'd like to tell. The stories don't have to be momentous; tiny moments are equally important. Give people time to think.



1. Who can share a story about when you felt you made a positive difference to someone's day?
2. Who can share a story about overcoming a difficult situation at work?
3. Who can share a story about working with other teams to get a job done?
4. Who can share a story about trying new ways of working that have worked out well?
5. Who can share a story when you noticed the public reaction to something Southeastern had done and felt a sense of achievement and pride?
6. Who can tell a story about when you've taken a risk with a project, and it's worked out?

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The Reveal



**THEY'RE OUR
5 QUESTIONS.**



THEY'RE OUR 5 QUESTIONS.

**Do you have
any more?**

