

Getting Employee Buy-in:

*Using Change Management and
Marketing techniques to
increase engagement in your
HR and Learning programs*



What You Will Learn Today

A decorative graphic on the left side of the slide. It features a diagonal split from the top-left to the bottom-right. The upper-left portion is dark grey/black, while the lower-right portion is white. Overlaid on this split are several concentric circles. The innermost circle is a bright cyan color. Moving outwards, the circles transition through various shades of teal and green, eventually fading into a light, almost white, glow. The circles are centered roughly in the middle of the slide's width.

1. What is employee buy-in and why is it important?
2. Why is it so hard to get buy-in?
3. Where to begin: Change Management principles
4. How to implement: Marketing tactics to promote HR programs and engage a larger audience
5. Summary and closing

Let's dive in!

What is employee buy-in and why is it important?

Employee buy-in is when employees are committed to the mission and/or goals of a company or program, and find the day-to-day work personally resonant. **Buy-in promotes engagement and a willingness to go the extra mile on the job.**



We spent all this time building something...

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graph LR; A[An HR program with clear goals and leadership support] --> B[Clear and consistent messaging]; B --> C[Employees engage and commit to the program]; C --> D[People milestones achieved throughout the program]; D --> E[RESULTS];
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An HR program with clear goals and leadership support

Clear and consistent messaging

Employees engage and commit to the program

People milestones achieved throughout the program

RESULTS

HR is really hard...

A pool table with a green felt top and a red cue stick lying diagonally across it. Several numbered and colored balls are scattered across the table, including a white cue ball, a blue ball with the number 2, a red and white striped ball, and a yellow ball with the number 1. The background is dark, suggesting a dimly lit room.

Working in HR is like playing pool. The success of our work relies on influencing others to take specific actions to achieve goals.

If we don't strike the right way, our work can go in a different direction than we intended and we could miss our goal.

It all begins with us and our ability to influence those around us.

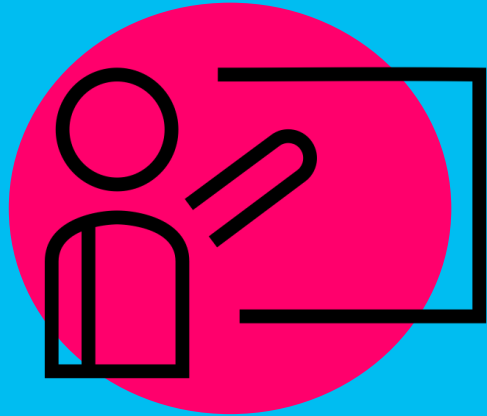
We need to show results

HR owns many metrics like:

- Time to hire
- Cost per hire
- Employee turnover
- Absenteeism
- Billable hours per employee
- Revenue per employee
- Cost of HR per employee
- Employee engagement
- Cost of training per employee
- Diversity/EEOC numbers



So, we have strategies



Strategies like:

- External hiring
- Internal promotions
- Employee referrals
- Learning and development
- Internal and external training programs
- Employer branding/recruitment marketing
- Events and recognition
- Employee Assistance Program
- Engagement surveys
- New hire onboarding

Where do we fall short?

- **We expect people to be as excited as our work as we are.**

This is ok! We work hard and build programs meant to benefit every employee, and it's really hard when this either doesn't take off or isn't taken seriously.

We need to provide a WIIFM for every employee to participate, and this needs to be reinforced and communicated at the leadership level.

- **We're over-prioritized.**

We sometimes launch initiatives and quickly move onto the next thing.

This is why leadership support and champions are so important.

Everyone needs to participate!

HR must continuously
communicate

Leaders must show
support and reinforce
HR's messaging

Employee follow-through
is what gets us results





The Promised Land

Where do I begin?

Let's look at some Change Management principles.



Experiencing Change

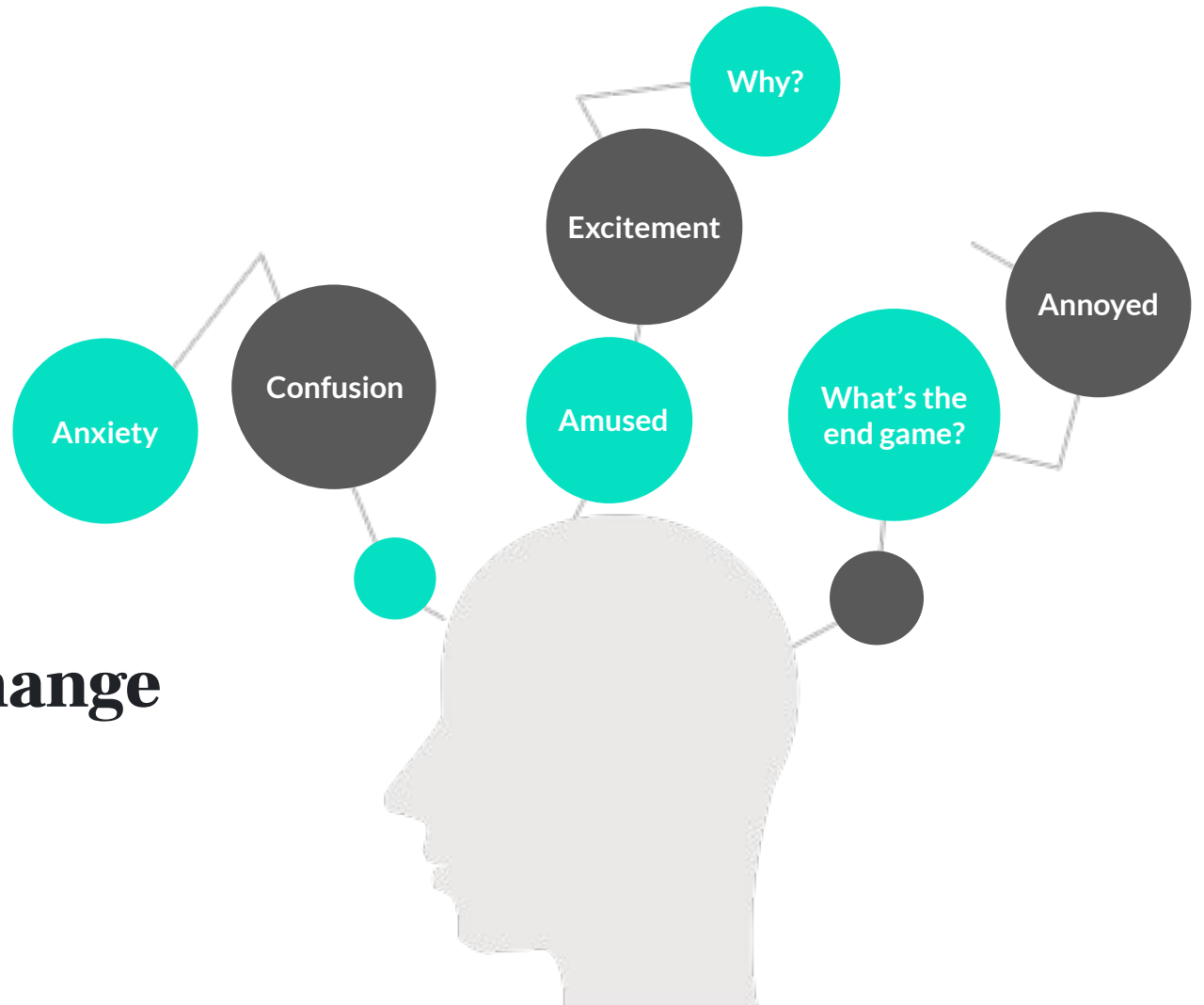
What did you
experience?



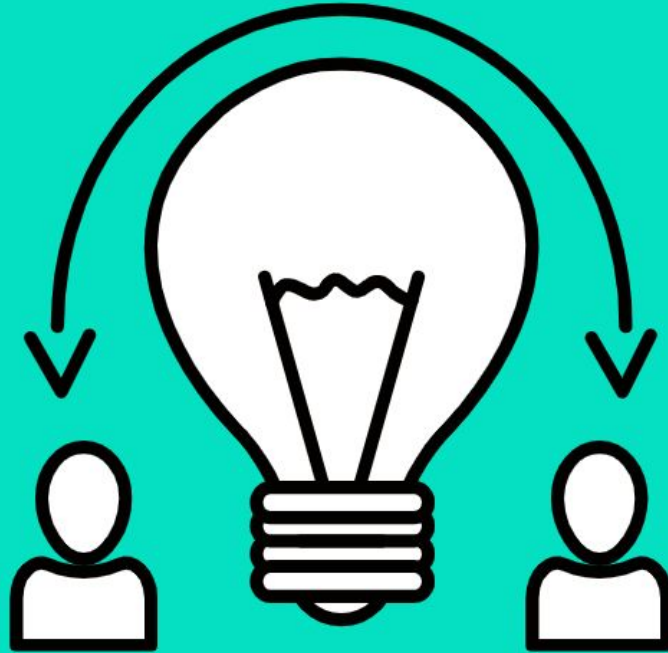
What
thoughts
went through
your mind?

How did
you feel?

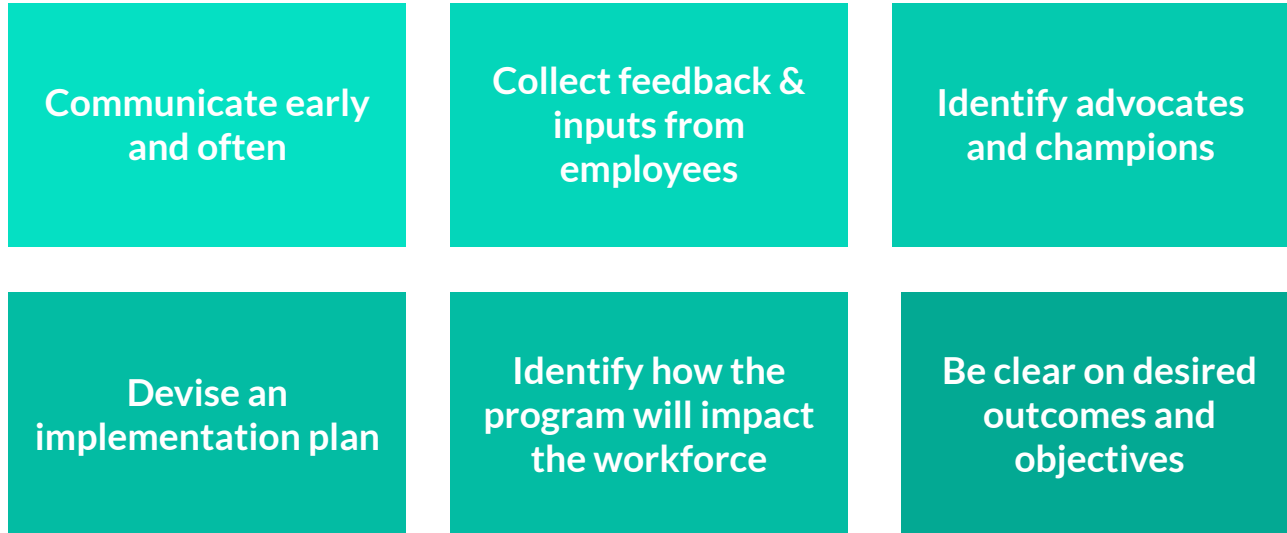
Our Universal Response to Change



We need to help our colleagues get there



Driving Awareness and Desire



Ways to Drive Desire and Increase Buy-in

Socialize

Talk about your initiatives constantly at town halls, corporate comms, etc.

Prioritize

Add HR Goals to Team/Company Goals

Incentivize

Recognize & Reward Champions

Stabilize

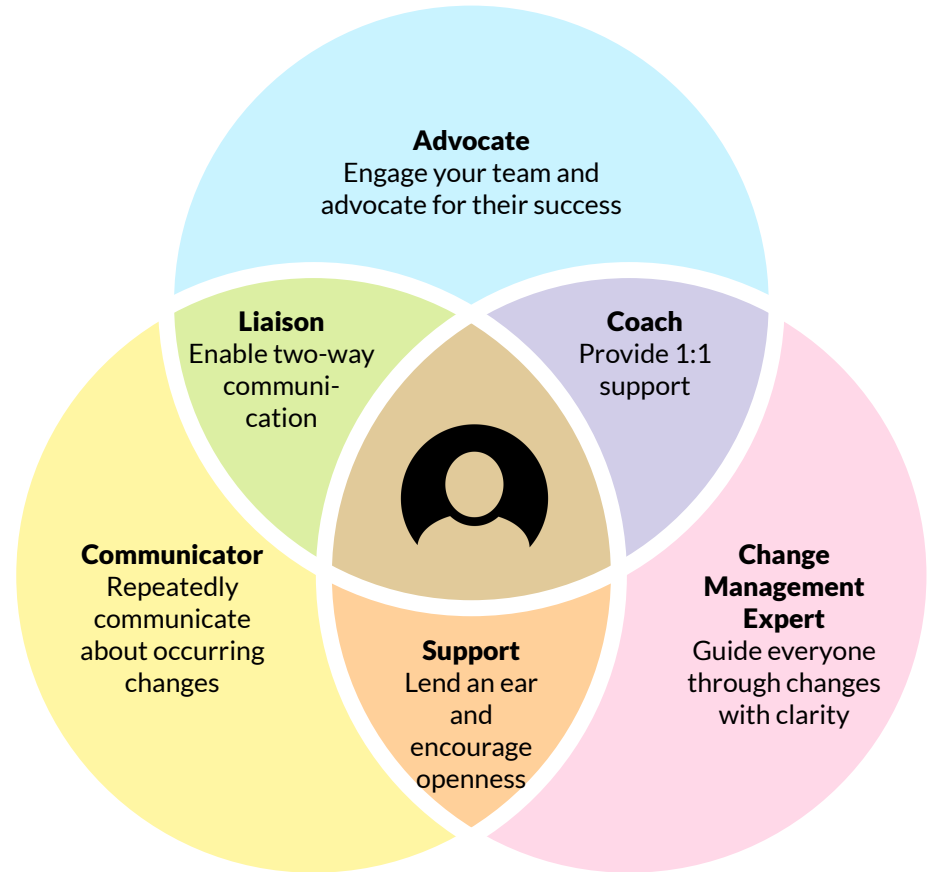
Be their rock and constant advocate

Each Role is Critical

Leaders play many roles.

They have the ears of their employees.

Group leaders are ideal champions.



Goals = Support

Employees look to leadership to determine the important goals and priorities of the organization.

When each leader has a goal tied to the program, these goals trickle down to their employees.

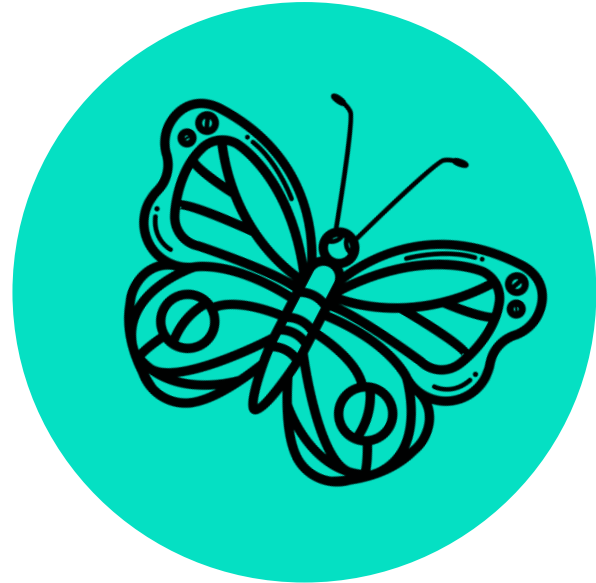
Defines WIIFM for each employee and builds desire.



Gaining Leadership support is critical to employee commitment, follow-through, and results.

What Employees Want to Know

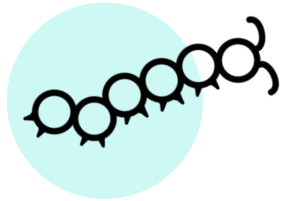
- 1.** Impact to the individual - WIIFM!
- 2.** Why the program is being launched
- 3.** What is changing
- 4.** Impact to the organization
- 5.** Support for their participation



Driving Adoption

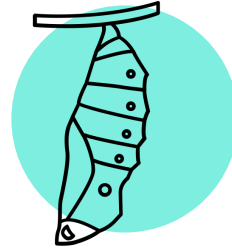
Create a communication plan

Leverage different communication channels to reach all employee groups:



Introducing this change to your employees

Leading employees through change



Managing employees through the transition



Reinforcing and celebrating successes

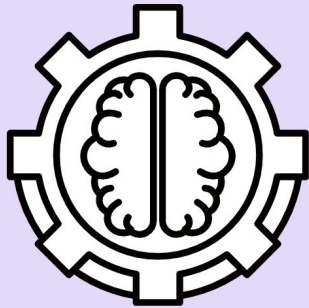
What specific strategies can I use?

Good news! There are strategies we can borrow from **Marketing** to increase employee buy-in and engagement in our HR programs.



What does Marketing have to do with HR?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services.



A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Some common Marketing strategies

Marketing strategies are based on the concept of buy-in and have a goal to drive conversion.

We will focus on 3:

- Rewards and recognition
- Brand notoriety
- Customer communication and outreach



Rewards and Recognition



Best part: It's multi-purpose!

- Reward marketing helps you provide that extra something - be it incentives, credits, physical gifts, monetary rewards or even non-monetary rewards to your customers.
- Help you in retaining customers and making them loyal towards your brand.

Applying Rewards to HR programs

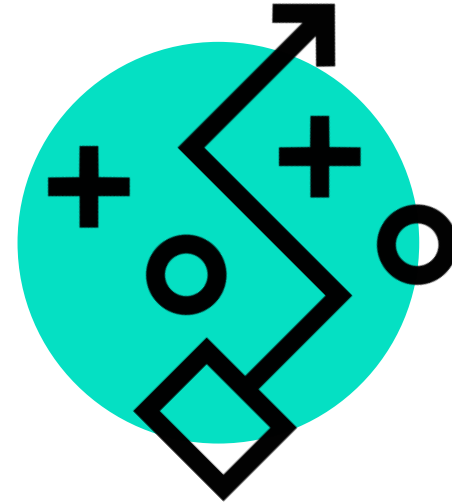
1. Establish value and meaning

2. Engage early adopters

3. Communicate early wins

4. Standardize into employee experience

5. Promote externally



Branding

The purpose of branding in marketing is to establish trust within your consumers and create loyalty.

- A brand is essentially a promise a company makes to its customers.
- Your brand not only gives your buyers a way to remember you, but it also creates an identity for your business and sets you apart from competitors.
- Creates emotional attachment.



HR Brand Notoriety

Start With You

Your employer brand is how you present your culture and your employees to the world. Build an employer brand that showcases your company values and how you live them.

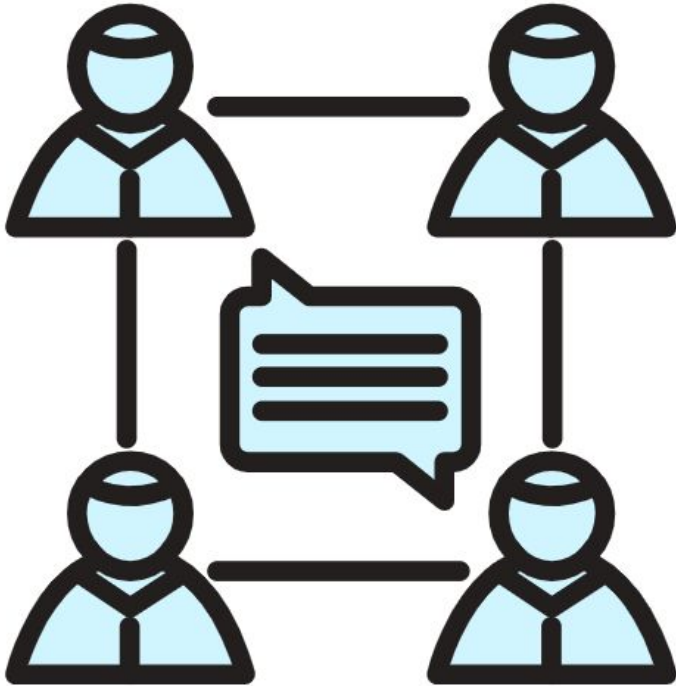
Be Vocal and Visible

Promote your employer brand everywhere! Showcase your employees and highlight how they work together to achieve goals as a company.

Learn More

Encourage constant employee feedback and implement changes based on this feedback. When employees feel seen and heard internally, and see the impact of this externally, they're more likely to be engaged and authentically bought-in.

Communication and Outreach



Outreach marketing is the process of using tools such as email and social media as a way to establish relationships with influencers and other stakeholders so that you can reach new audiences.

- Sometimes used to drive conversions, but mostly used for branding purposes.
- This is a strategy that carries a company's message forward and keeps it growing.

Communication Opportunities

Leverage existing structures



In the moment



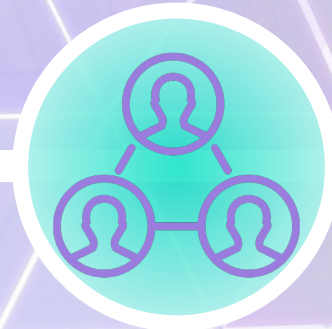
Company-wide meetings



Leverage internal communication tools



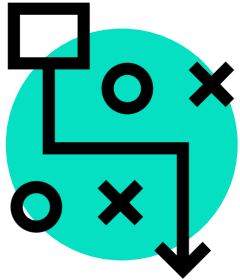
Promote wins and show participation



Engage leadership through goals

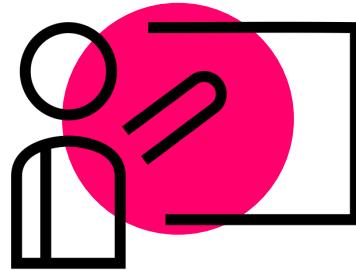
Summary and Recap

Bring employees along with you



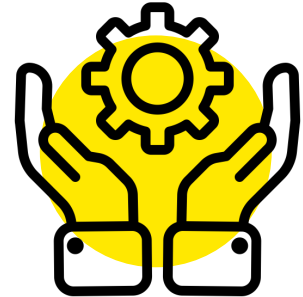
Develop Action Plans

Add to Performance Evaluations!



Provide Individual Coaching

Encourage employees and leaders to ask for help and work with them 1:1.



Provide Hands-on Support

Provide resources for continuous reinforcement.



**The work is
never over.**

A dense field of green leaves, likely from a plant like a clover or similar, filling the entire frame. The leaves are various shades of green, from dark to light, and are arranged in a somewhat chaotic but repetitive pattern. The text 'Thank you!' is overlaid on the left side of the image in a white, serif font.

Thank you!



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- 10+ Years in HR/Talent
- Experience growing and scaling teams in both startups and public companies
- Partners with clients from all industries of all sizes to successfully build and implement scalable learning programs and solutions