

How to engage the entire workforce in delivering your organisation's strategy – The Big Picture approach

So, you've invested significant resources in developing your organisation's strategy – all you have to do now is communicate it and align the actions of every single employee, globally, to help you to deliver it – but how on earth do you do that?

One highly successful technique is to create a visual metaphor for the journey your organisation has embarked on: where it has come from, where it is now, where it needs to go and how you are going to get there – literally the Big Picture for your organisation.

If 'pictures are worth a 1,000 words' – then a metaphor is worth 1,000 pictures

We all know that people like to think in pictures and they like to tell stories too, so we provide guidance notes for leaders and managers to help bring the strategy to *life* in their part of the organisation and help them build meaningful local action plans.

The Big Picture approach will:

- ❖ Help your leaders explain your organisation's strategy clearly, consistently and compellingly
- ❖ Trigger 'story-telling' – the world's most effective communication technique – ever
- ❖ Provide a simple common 'reference and language' through which staff can understand and discuss strategic issues
- ❖ Show everyone how they can contribute to the success of the organisation

Can you prove it works?

Well, our clients can. Here are just some of the statistics from their own employee opinion survey research:

- ❖ 75.6% believe that they have a clear understanding of this company's objectives and vision
- ❖ 93.3% of people managers understand how they fit in to the Big Picture
- ❖ 87% senior managers believe the Big Picture helped bring the strategy to life

Talk to us about engaging your workforce by emailing hello@axiomcommunications.com or calling +44 (0) 33 3088 3088.



There are so many metaphors to choose from – and employees themselves often help co-create the Big Picture.

