



Promoting a positive workplace

Objectives

ADT is the UK's leading security company, providing peace of mind to businesses and home owners with monitored burglar alarms, fire alarms and security systems.

In response to feedback and survey results from staff, and in line with their desire to improve employee engagement across the business, ADT launched the 'Promoting a Positive Workplace' campaign. As a key part of the campaign they decided to run conferences for all operational managers (approx 350 people) in order to:

- Raise awareness of the behavioural issues
- See that the Senior Leadership are fully behind the campaign
- Have some tools to help them change their behaviours
- Raise awareness of the PAPW framework and know where to go for more support
- Create and sign up to a Managers' Charter

Approach

One of the key challenges was 'how to engage' first-line managers in the topic. Many of the managers had never had soft-skills training and there was a degree of cynicism about the initiative. It was crucial that the events did not come across as a 'corporate tell' exercise.

We began by working closely with ADT to develop the detailed shape and content of the conference, and we retained this partnership throughout - including helping the Senior Leaders to shape and hone their key messages. After a period of careful research and development, we created interactive drama scenarios that credibly reflected what was happening in the organisation; these generated huge engagement, laughter, and learning at the conferences.

The event was MC'd by an experienced Steps facilitator, and featured a film of verbatim quotes from the ADT Employee survey – produced by Steps in order to bring the real voices of staff into the room. Working with break-out groups to maximise engagement, we supported teams in creating fun and energised presentations about what a positive workplace means to them.

Outcomes

The conferences were a huge success, exceeding all expectations. Many delegates said that it was the best, and most engaging event that they had ever attended with ADT.

Lisa Jelly, Talent Manager, commented; *"We have been really pleased to work with Steps on this project, their understanding of our business and ability to sensitively translate this into the drama was fantastic and delivered what is a difficult message in a way our managers could relate to. This will have a huge impact on our business."*