



Revitalizing
Inspired
Team Member
Engagement

Deb Craven
President, Longo's



Deloitte.



Purolator

Longo's

SPORT CHEK



Mark's

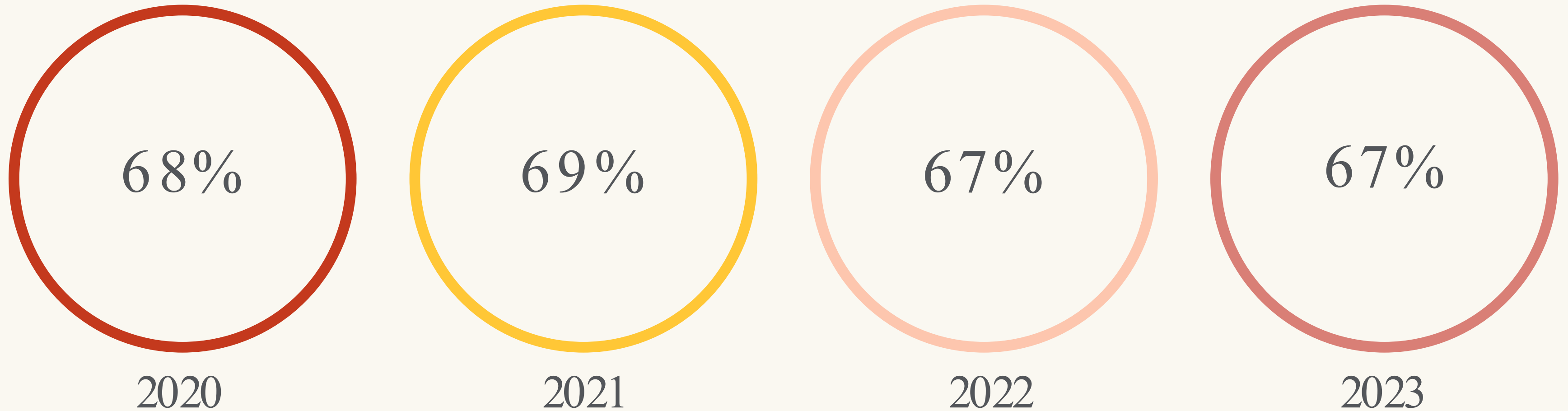


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o u r e n g a g e m e n t s u r v e y t r e n d s



Overall engagement scores were higher than industry benchmark, but we were stuck.



We wanted to dive deeper.





WHY **Listening sessions**?

WE WANTED TO:

- See beyond the numbers to understand more department-specific concerns and company-wide ones.
- Create actionable items that could truly impact Team Member experience.
- Build trust in leadership.

o u r l o w e s t - r a t e d q u e s t i o n s
w e r e r e l a t e d t o :

ACCOUNTABILITY

WORKLOAD

TEAM MEMBER VOICE

These three concepts, with no context, could be interpreted in so many ways..



Lesson #1:
expectations & process
& microsoft teams, oh my...

A hand is holding a camera lens, and through the lens, a forest scene is visible. The text is overlaid on the image in a red, serif font.

Lesson #2:
focus the lens on
department-specific
dialogue

Lesson #3:
embrace the
uncomfortable





how do we keep the momentum going?

- Create opportunities to share regular updates on takeaways and progress.
- Bring feedback to the right groups who can effect change.
- Enable teams to run their own Listening Sessions by providing a playbook.



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OUR ROADMAP

QUICK WINS -
WHAT WE CAN
ACCOMPLISH
WITHIN 6 MONTHS.

MID-TERM GOALS -
WHAT WILL TAKE US
6-12 MONTHS.

LONGER-TERM
GOALS - WHAT WILL
TAKE 12+ MONTHS.

COMMUNICATING ACTIONS

Complete

Underway

What's next?



key takeaways:

1. **Listening is a strategic capability** that will improve your culture, retain talent but also improves business processes and results.
2. As a HR professional, **you can empower the business** to host impactful Listening Sessions.
3. It might seem scary, but **everything is within your control.**

Thank you!

Longo's