

## Tapping into your staff's creativity and experience to help your organization capitalize on the Recovery

By all accounts, the Recovery is on the way. And now, your management is keen to develop a plan that will help your organization capitalize on the up-tick. So, how can you help?

As an HR professional you know that your staff wants to help your organization find good ways to deal with what's going on in the economy. They have a lot of good ideas, and are anxious to help make things better.

You also know the economic situation we are emerging from has been a strain on staff. As detected in a recent Ipsos Reid national poll of Canadian employees, a large percentage of employees are becoming less loyal to their employer (this includes management, not just the rank-and-file). There are several reasons for this. One is that many organizations have been forced to take actions that employees – especially your best performers – are interpreting as displaying less loyalty to employees. According to the poll, many of these employees have concluded that management is not actually interested in their ideas.

### As The Recovery Begins

As the first signs of Recovery are beginning to appear, some organizations are already beginning to recruit. It stands to reason that, as the Recovery gains momentum, your fiercest competitors are going to be trying to lure away your best performers to help fuel rapid growth. The last thing your management wants is to see your best performers walking away in frustration.

### Get Them Involved

At a minimum, the first thing you can do is to get your staff actively involved in capitalizing on the Recovery. That means consulting with them on key issues and soliciting their ideas for making improvements and tackling the challenges ahead.

- Where do they think the best opportunities are?
- What do they think your organization should be doing to capitalize on these opportunities?
- If management has some initiatives in mind, what does the staff think is the best way to make them a success?
- If there is a choice between Plan A and Plan B, which one would be best, and what's the best way to implement it?

### Employee Panel

Ipsos Reid can help you create a Panel of Employees who you can survey electronically. You can conduct surprisingly inexpensive check-ins with employees 6 to 12 times a year with a quick survey consisting of a half dozen questions. You could survey your entire staff, or create a special panel of your best performers.

As HR professionals know, solutions that staff help to create are solutions they are prepared to 'own.' And when they feel that connection, they tend to go the extra mile to ensure these solutions work.

What does your staff suggest to capitalize on the Recovery?

### Take the Next Step Toward Recovery

To find out more about our cost-effective solutions and how we can set one up for your organization, contact the Ipsos Reid employee research specialist nearest you:

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