

Take the — Leadership Engagement — — Challenge

Use these challenges to spend time engaging with employees and the intranet.

Why? Research shows executives can help improve company culture and customer service — leading to better employee retention, higher productivity and higher profits.

#1 — Form a habit

Engage with a page on your intranet's homepage

- ↳ Like something.
- ↳ Comment on something.

Engage with a page on a specific site

- ↳ Like something.
- ↳ Comment on something.
- ↳ Share something from that site on the homepage.

Complete your profile

- ↳ Add a profile picture. Choose one that you feel good about representing you. With a dispersed workforce, a real picture helps people identify you for in-person events or conference calls.
- ↳ Ensure your contact information is correct.
- ↳ Tell us all about you! Write your bio. Don't know where to start? Use these questions to help write a bio about yourself.
 1. What are you passionate about?
 2. What makes you most excited about being part of our team?
 3. What are your career goals, and what are you doing to work on them in your current role?
 4. If you were a superhero, what would your superpower be?
 5. Who inspires you?
 6. What's the last book you read, website you visit most, favorite podcast?
 7. What was your first car? (This one was contextually important for a customer in the automotive industry. Be clever with your tie-ins!)
 8. Tell us something people would be surprised to learn about you.
- ↳ Share your vision and charter. Be explicit about your role, your team, and what your priorities are going forward.

#2 — Make it personal

Ideas you
could run
with

Post 2-3
interesting
things on the
feed:

- Show your human side with personal stories or reflections.

Write a short post about a time you faced a challenge at work and how you overcame it, or share a story about a lesson you've learned during your career. These types of posts can be very inspiring for employees. Plus, you are more relatable and approachable when you share posts like this.

- Recognize an employee to show appreciation and boost morale.

Write a quick feed post about an employee who has gone above and beyond, or share a photo of the employee with a caption explaining why you're recognizing them. This engagement is powerful for creating a sense of community and building a culture of appreciation.

- Humanize yourself! Share photos from company events or activities.

Take photos at company events, such as team outings, celebrations, or casual office moments. You could then post these photos with a short caption explaining the context and what you enjoyed about the event. This type of content helps to show that you're engaged with the company culture.

- Share tips or resources that have helped you in their career.

Things like books you've read or online courses you've taken. You could also share short summaries of key takeaways from a recent training you attended. This type of content helps to show that you are committed to learning and improving, which can inspire employees.

- Share insights about helpful resources.

Share a quick summary of what you found interesting or valuable about a book, podcast, or article. It's a great way to show that you're engaged with the world outside of work and willing to share your knowledge with others.

Reinforce
company
values and
mission

#3 — Sustain engagement

- Share company values or mission statements to reinforce the company's culture and remind employees of what the organization stands for. It's also a great way to keep the company's purpose front and center.
 - ↳ You could share a quote from the company's mission statement or values and explain why it's meaningful to you.
 - ↳ You could share a personal story or anecdote about how the company's values have impacted you or helped you in your career.
 - ↳ You could share a challenge you faced that the company's values helped you overcome.

#4 — Spirit of recognition

Recognition in the workplace is not just a compliment. It's a powerful catalyst that ignites motivation, fosters growth, and builds a culture where individuals feel valued and inspired to achieve their best. Here are some ideas for this challenge:

- ↳ Welcome new employees with a personal note.
- ↳ Acknowledge someone who went above and beyond — you can even use examples of company values this person embodied.
- ↳ Use recognition to show appreciation for a moment that matters for an employee (i.e. work anniversaries, project completion, etc.)

A Gallup survey found that 81% of leaders do not consider employee recognition a major priority for their organizations — yet employees consistently emphasize the importance of recognition from their leaders.

Studies have found that viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text.

#5 — Native Video

In the age of digital connection, personal interactions have found their space in videos. And now, your challenge is to make one for the intranet that's engaging and interactive! Here are some ideas to create a video that both shares information and fosters a sense of community. Remember, the key here is authenticity. So, just be yourself, let your personality shine, and most importantly – have fun!

- ↘ Updates on priorities and goals:
 1. Share your current project's status or what you're working on this week.
 2. Mention challenges faced and how you overcame them.
 3. Talk about what you hope to accomplish by the end of the month
- ↘ Book review with a twist:
 1. Discuss the most impactful lesson from the latest book you've read.
 2. Share how to implement its lessons in the workplace.
- ↘ Celebrate successes:
 1. Congratulate peers on promotions, achievements or milestones.
 2. Share a memorable experience or story about the person which highlights their dedication and efforts.
 3. Encourage others to share their congratulatory messages, too.
- ↘ Milestone updates:
 1. Discuss a major breakthrough or milestone achieved in the company.
 2. Talk about the collective effort that went into achieving it.
 3. Share the potential impact or benefits for the company.
- ↘ Interactive question series:
 1. Introduce an interesting question (e.g., What's one innovative idea you've thought of recently?)
 2. Share your answer to set an example.
 3. Encourage others to create response videos, fostering interaction and opening channels for communication.

About Simplr

Simplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simplr is the only platform that unifies employee engagement, enablement, and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive, and personalized employee experience. Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar, and AAA, Simplr customers achieve significant improvement in their employees' productivity, retention, and overall satisfaction. Headquartered in Silicon Valley, CA, Simplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital, and Still Venture Capital. Learn more at simplr.com

simplr.com

+1.877.750.8330

