



CASE STUDY #0901

Spark New Zealand



The impact on our people has been noticeable, and we've seen a positive trend in employee engagement. //



LEARNING & DEVELOPMENT MANAGER



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4,000
NO. OF
EMPLOYEES

Telecommunications

INDUSTRY
VERTICAL

New Zealand

REGION

**Awareness of
Opportunities**

SOLUTION
BASIS

2009

YEAR JOINED
FUEL50

Spark are passionate about being the most valued brand in the home and the most trusted partner for business. As one of New Zealand's leading employers, Spark believes that if they can unleash the potential of its own employees, they can make a difference to the diverse customer base and the ever-changing make up of New Zealand.

BUSINESS CHALLENGE

Spark employees gave clear feedback as part of the ongoing Voice of the Employee engagement surveys that they needed additional support with career development and growth opportunities.

Not all of the employees felt there were clear pathways for development, or that there were the right tools or **support to help plan their career and facilitate conversations with their manager.**

Some employees were even choosing to leave due to a perceived lack of development, which highlighted there was work to be done to challenge widely held beliefs and raise awareness of real opportunities.

INITIATIVE

The Career Pathing initiative aims to **empower employees to take control and drive their own future career success.** Some of the key objectives were to give managers the tools and guidance they need to support their employees with career development and to **make it easy for people to find what they need for career planning tools.** It was also important to showcase diverse career stories and to connect employees and managers with real opportunities to move into the next role in their career.

"We're also working on creating an intelligent resource to help the organisation understand all of the skills and experiences our employees have **to help us better create or encourage career pathways to fully unlock their potential.** It's pretty exciting!"



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SOLUTION

An interactive and dynamic Career Pathways intranet microsite was built and implemented.

RESOURCES AVAILABLE ON THE MICROSITE PLATFORM:

- One page "Quickguides"
- Planning and goal setting templates
- Link to Fuel50 tool
- Career stories of Spark people
- Curated thought leadership video
- Link to Spark Careers website

42

Spark people

collaborated to produce this awesome resource

INITIAL COMMUNICATION



Audio call to **336** HMB people leaders

The immediate impact of this targeted audience launch was measured over the first 3 business days.

STATISTICS

145 Distinct users

43% Had a play/shared with their team almost immediately

3,173 Interactions with Career Pathways content

136 Downloads of quickguides and tools

LAUNCH COMMUNICATION

Given this success, the launch plan expanded to use every possible communication channel available. Audio briefing calls, launch videos, blog posts, intranet news articles, Slack posts, emails, updates from the HMB leadership team, email cascades from senior leaders. Managers were also asked to champion the tools with their teams, and they did just that!

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The Fuel50 tool helps employees determine what's important to them, what motivates them, and where they should focus their attention for growth. //





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RESULTS

As measured between the period April 2017 (launch) until September 2017.



users since the launch,
that's just under half of
the organization



average number of
users each month



users of the manager tools
(a significant proportion of
the manager population)

Launching the microsite (including Fuel50) saw an **138% increase in logins** after the first month and **an additional 128%** in the second month!

News of the platform's launch went viral, other parts of Spark requested access to the tools immediately and it is now an organisation-wide toolkit.

WHAT NEXT?

The next stage will be to enable social interaction directly on the tools and video content, to allow users of the tools to connect with and learn from each other. There are also plans to build on the mentoring and coaching guidelines and conversation prompts by launching an app to support the matching process and ongoing relationships.

