Network Activator Helps You Communicate Strategy to Your Employees and Drive Engagement

“Strategy is everyone’s job, but our hard-working colleagues get buried in the daily operational duties. It’s hard to find time to contribute to strategic goals. Many employees don’t even know what the strategy is, or how their jobs link to it.”

It’s critical that employees know the company strategy. While communicating it clearly and effectively is important, imagine something even better: an online exchange in which you get quick feedback from your employees, especially good ideas on how to implement the strategy.

That’s where the value of a strong online community comes in. Maybe you already have such a community of employees — or even partners and customers — that you can tap into for exchanges around strategic objectives and initiatives. In this fast-paced age of digital business in which you can be either a disruptor or disrupted, it’s critical to have a fast-acting workforce through which the strategy is quickly communicated and executed.

Also, as you provide feedback to those on the front lines, your employees become more engaged and invested in the organization’s mission. With most employees disengaged, a more effective communication strategy can pump up engagement and vault you ahead of the competition.

Building that community of employees requires a lot of effort. That’s where Network Activator comes in. We make it easy to communicate strategy and engage employees.
Here’s how we can help you:

Design your Approach
We help you design your approach. For example, you can structure your community-building forums in a way that builds alignment around your strategic objectives and initiatives. We help your leaders participate in online exchanges for maximum impact. If you use a formal strategy management system, such as Kaplan-Norton strategy maps and balanced scorecards, we help you translate these into vibrant, real-time collaboration scenarios that lead to faster execution, and achievement of targets.

Make Conversations Come Alive
We use smart reports that “bubble up” conversations with strategic significance and route them to the leaders who can amplify these conversations. Network Activator uses a browser plugin that can work on top of any community or employee collaboration platform, and integrate with your strategy or performance management software.

Learn and Act
Finally, our suite of dashboards, member-segmentation tools, and workflows enriches community engagement, while allowing those who lead your community-building efforts to focus on higher-level activities that drive organizational value. For example, Network Activator can organize the information associated with a strategic initiative, and conversations about that initiative, for efficient reaction.
If you want to communicate strategy — and engage your employees via online communities — Network Activator has the solution for you.

www.NetworkActivator.com