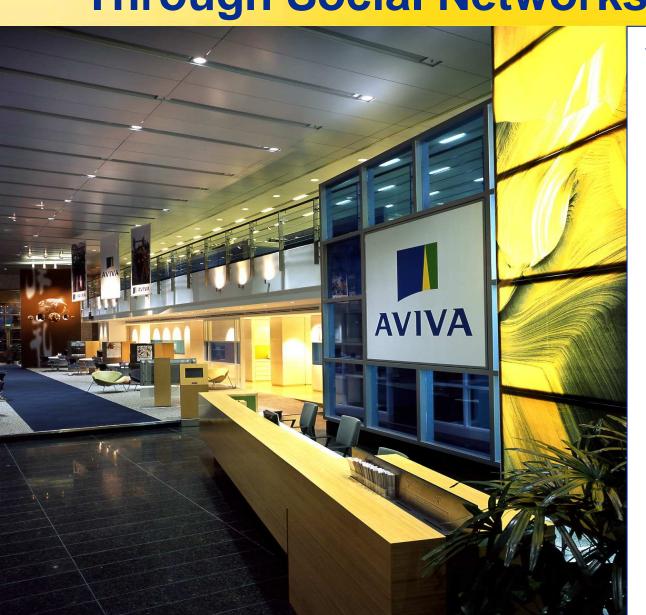
Enhancing Employee Engagement Through Social Networks





Social Media Congress 2011

19 October 2011

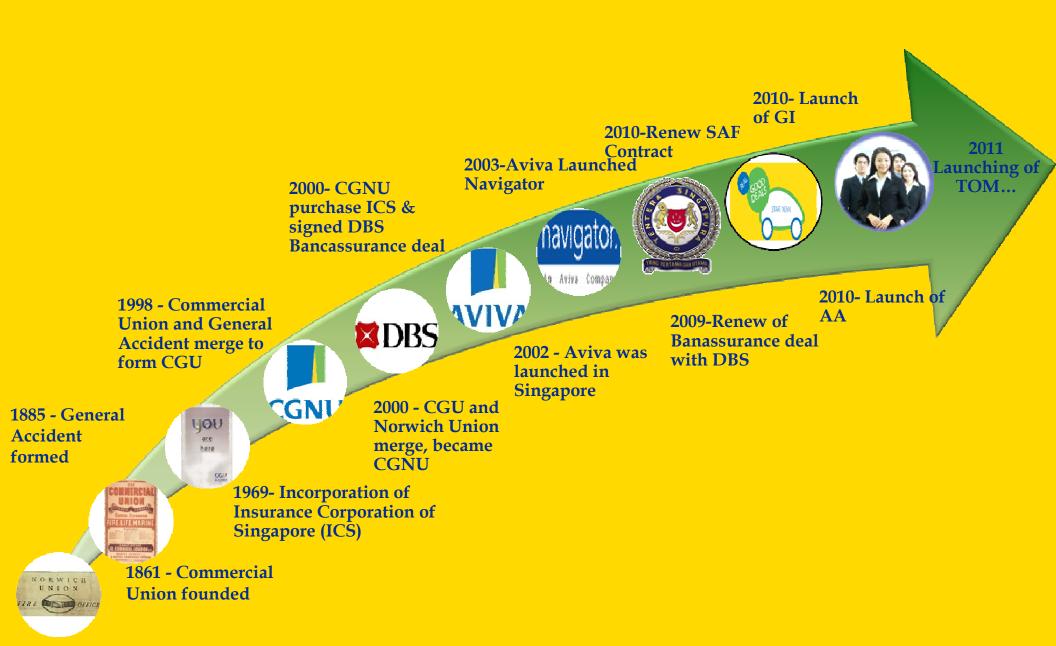
Grand Hyatt, Singapore

Tony Tan

Human Resources
Director

AVIVA LTD

HISTORY OF AVIVA



1797 - Norwich Union formed

MY PURPOSE TODAY



- To explain why we need to embrace social media
- To share the benefits of embracing social networks to engage your employees.
- To disturb with some thoughts on the impact of resisting social media
- To caution with care on the use of social networks
- To share how Aviva does it.

MAKING A DIFFERENCE



 "I think many people assume, wrongly, that a company exists" simply to make money. While this is an important result of a company's existence, we have to go deeper and find the real reasons for our being. As we investigate this, we inevitably come to the conclusion that a group of people get together and exist as an institution that we call a company so that they are able to accomplish something collectively that they could not achieve separately – that they make a contribution to society, a phase which sounds trite but is fundamental"

David Packard, Co-founder of Hewett Packard, 1939

CAPITALIZING ON EFFECTIVE COMMUNICATION



- Companies that are highly effective communicators had 47% higher total returns to shareholders over the last five years compared with firms that are the least effective communicators.
- Only 14% of the survey participants are explaining the terms of the new employee value proposition (EVP) to their employees.
- Three out of 10 organizations are training managers to deal openly with resistance to change.
- Highly effective communicators are more likely than the least effective communicators to report their social media tools are cost-effective (37% vs. 14%).
- Companies that are less-effective communicators are three times as likely as highly effective communicators to report having no formal measurements of communication effectiveness.



The 2010 Global Chief Human Resource Officer (CHRO) Study builds on our insights and findings over the last five years

2005 The Capability Within

Key Themes

- The menace of maturity
- The quest for talent
- Retaining key people
- Measuring performance

2008 Adaptable Workforce

Key Themes

- Developing an adaptable workforce
- Closing the leadership gap
- Cracking the code for talent
- Driving growth through workforce analytics

2010 Working beyond Borders

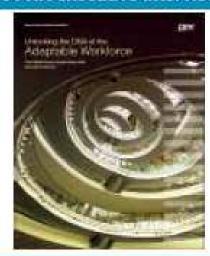
Key Themes

- Cultivating creative leaders
- Mobilizing for speed and flexibility
- Capitalizing on collective intelligence

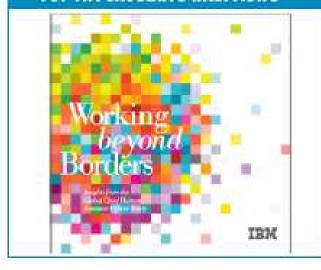
320 HR executive interviews



404 HR executive interviews



707 HR executive interviews



POSITIVE IMPACT ON MORALE



- Research by business analyst Gallup Consulting has found that employees need to spend six hours a day socialising with friends and family to boost their happiness and improve their performance at work.
- The research found all types of socialising from chats at the water cooler, to emails and social networking sites contributed to employees feeling fulfilled.
- Gallup consulting engagement manager Allan Watkinson said non-workrelated conversations helped build cohesion and productivity.
- Conversations on popular social sites such as Facebook and Twitter as well as idle chitchat at the water cooler will make a positive difference in performance levels.
- Instead of banning Twitter, Facebook and MySpace, employers are being urged to embrace the technology as a way of encouraging staff to socialise, according to Gallup's survey of more than 15 million people around the globe.

ATTRACTING TALENT



- Three years ago, many firms posted nearly every job opening to job boards such as Monster or CareerBuilder.
- Last year, only entry-level account manager positions were posted to the boards. Everything else hired through networking, and the primary vehicle was using social media.
- "The 'post and pray' mentality has changed because organizations are realizing that it's not as effective. Sites like LinkedIn and Twitter are providing a way to source and research potential candidates and build a solid talent pipeline.
- If I know I might be hiring for a network engineer six months down the road, I can start looking now and reaching out to individuals. Ten years ago, we might not do anything until the job becomes open and posted to Monster and CareerBuilder, wait for people to apply ... and then start some of my networking."
- If I'm using social media and identifying key players with unique skill sets, I
 can start reaching out to them, finding out what it is they really want and
 cause a resource problem for the competitor at the same time.

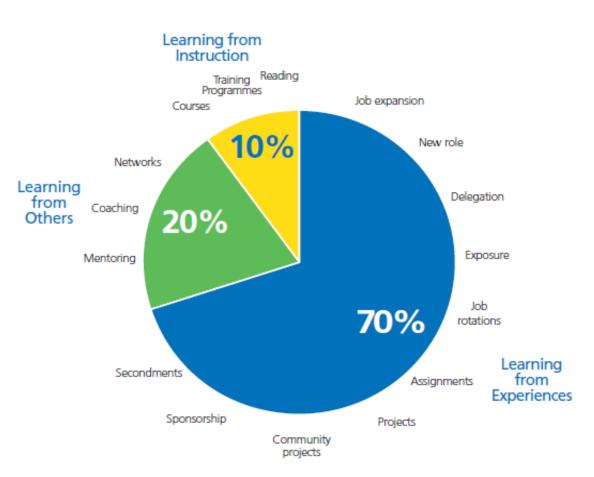
SOCIAL MEDIA GAINING INFLUENCE ON EMPLOYEES



- Social media is found to be a major factor in influencing a person's decision to take up or reject a job offer in Singapore.
- According to the quarterly Randstad Workmonitor released today, 87% of employees in Singapore have social media accounts and slightly over half of them have access to social networks in the office.
- When preparing for an interview, 56% of 405 local respondents would use social media to research on a potential employer.
- Three in five will judge the company's working culture from comments made by its employees.
- Close to seven in 10 are also comfortable knowing that their employers can view their personal profiles. But slightly under half said they have been given corporate guidelines for using social media relating to work.
- While tech-savvy companies can use social media to enhance their brand and attract quality candidates, any misuse can cause "serious harm" to their reputation very quickly. Sensitive and negative content can go viral very quickly and outside of the organisation's control.

70 - 20 - 10 LEARNING OPTIONS





The 70:20:10 Ratio

Effective development is achieved through

- Learning from Experiences (projects, assignments, development moves etc)
- Learning from Others (feedback, coaching, mentors and role models)
- Learning from Instruction (formal courses, reading etc)

in the ratio 70:20:10.

All three bases,

- Learning from Experiences
- Learning from Others
- Learning from Instruction need to be covered for development to occur.

Make sure your have the right mix of experiences to achieve your objectives

IN SINGAPORE ...



In Singapore...

- 44% of households with married couples comprise dualearners
- 96% of fathers want more time with their children; top barrier identified was work responsibilities, cited by 63% of fathers.
- Younger Singaporeans more likely to switch careers within the next 5 years, especially those from government (73%),

engineering and IT sectors.

 25% of those looking for a career change were driven by the need for 'better work-life balance'



TYPES OF FLEXIBILITY



- Flexibility of <u>Time</u> (when to work)
 - Flexible hours and compressed work weeks
- Flexibility of <u>Place</u> (where to work)
 - Telecommuting, work from home
 - Working from remote sites, virtual workplaces
- Flexibility of Work Load (how much to work)
 - Part-time, phased retirement
- Flexibility of <u>Careers</u> (how work evolves)
 - More customized approaches to careers



WHY ORGANISATIONS RESIST EMBRACING SOCIAL MEDIA



- HR leaders are foregoing a productive tool for collaboration and productivity
 when they avoid the use of social media, argues one CHRO. While it means
 stepping outside of a leader's comfort zone, the use of social media can help
 employees tap collective intelligence, share knowledge and build strong ties.
- To most executives, these technologies look like a high-risk, low-reward proposition, especially when most of us don't know how to use them. Plus, with the obvious fear that anyone in a company can publish anything at any time, what prevents discretion and productivity from flying out the window?
- In fact, when IBM recently surveyed 700 chief human resource officers and executives, more than three-quarters (78 percent) said they didn't think their companies were good at fostering collaboration or social networking.
- Yet, fewer than one-quarter (21 percent) had increased how much they invested in the very tools that would make them more successful.
- But social media is neither passing nor a fad. Facebook has more than a half a billion active users around the world, and that number is growing. In fact, IBM has 200,000 employees on Facebook and the same number on LinkedIn.

DID YOU KNOW?



- The top 10 in-demand jobs in 2010
- ... did not exist in 2004
- We are currently preparing students for jobs that don't yet exist...
- using technologies that haven't been invented...
- in order to solve problems...
- we don't even know are problems yet.
- The U.S. Department of Labor estimates that today's learner will have 10-14 jobs by age of 38 ...
- 1 in 4 workers has been with their current employer for less than a year....
- 1 in 2 has been there less than five years.
- 1 out of 8 couples married in the U.S. last year met online
- There are over 200 million registered users on MySpace ...
- If MySpace were a country, it would be the 5th largest in the world (between Indonesia and Brazil)

DID YOU KNOW?



- In 2006, the number of searches on Google was 2.7 Billion....
- Today, there are 31 Billion searches on Google every month.
- The number of text messages sent and received everyday, exceeds the total population of the planet.
- Years it took to reach a market audience of 50 million ...
- TV 13 years...
- Internet 4 years...
- iPod 3 years...
- Facebook 2 years...
- The number of internet devices in 1984 was 1,000...
- In 1992, it was 1,000,000....
- In 2008, it was 1,000,000,000.

3 WAYS SOCIAL MEDIA CAN WRECK YOUR CAREER



- Joining a social media network can be both helpful and detrimental to your career. When done right and maintained properly, it can enhance your career, but one false move and it can come back to haunt you in future interviews. Here are a few social media moves you should think twice about doing.
- 1. BEING TOO OPINIONATED
- A good example of this is UCLA student Alexandra Wallace's YouTube rant against Asians, in which she mocked Asian UCLA students and their families. That ill-conceived video will now follow her student and working career for the rest of her life, and there will be no escaping from something like that.
- When talking about religion or politics, you have your own values that you strongly believe in and are proud of, but there's no need to attack someone else's.
- 2. ALLOWING PHOTOS OF YOURSELF TO BE POSTED OR TAGGED
- A bikini car wash might seem like a harmless bit of fun for a good cause, but, one South Carolina police officer found out it's not such a great idea to post these questionable photos.

3 WAYS SOCIAL MEDIA CAN WRECK YOUR CAREER (cont'd)



- 3. USING FOUL OR INAPPROPRIATE LANGUAGE
- Keep your language clean, and avoid what happened to Jeffrey Spanierman
 of Ansonia, Connecticut who crossed the line by using foul and inappropriate
 language with students on his MySpace page.
- Or how about an unfortunate mix-up mistake, such as with Gloria Huang who
 is a social media marketer for Red Cross. According to brandchannel.com,
 Huang accidentally tweeted under the official Red Cross account: "... when
 we drink we do it right #gettngslizzerd" (slang for getting drunk). She deleted
 the tweet and apologized, but the damage had been done, and is forever
 documented on the internet by various blogs and news sites.
- THE BOTTOM LINE
- There is always an element of risk when posting online, especially under your social media profiles because you can't always control who is going to be reading or watching it. If nothing else, familiarize yourself with privacy settings and keep in mind that the internet remembers everything.



Lindsay OMG I HATE MY JOB!! My boss is a total pervvy war always making me do shit stuff just to piss me off!! WANKER! Yesterday at 18:03 Comment Like



Brian Hi guess you forgot about adding

Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that i'm gay? I know i don't prance around the office like a gueen, but it's not exactly a secret. Thirdly, that 'shit stuff' is called your 'job', you know, what i pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, I'm serious.

Yesterday at 22:53

Write a comment...

Subject: Absence on Thursday 21st 2008

Hi Kyle,

Please provide a medical certificate stating a valid reason for your sick leave on Thursday 21st 2008.

Thank You

Subject: RE: Absence on Thursday 21st 2008

Niresh.

1 day leave absences do not require a medical certificate as stated in my contract, provided I have stated that I am on leave for medical reasons.

Thanks

Subject: RE: Absence on Thursday 21st 2008

Hi Kyle,

Usually that is the case, as per your contract. However please note that leave during these occasions is only granted for genuine medical reasons. You line manager has determined that your leave was not due to medical reasons and as such we cannot grant leave on this occasion.

Subject: RE: Absence on Thursday 21st 2008

HI Niresh.

My leave was due to medical reasons, so you cannot deny leave based on a line manager's discretion, with no proof, please process leave as requested.

Thanks

Subject: RE: Absence on Thursday 21st 2008

Hi Kyle,

I believe the proof that you are after is below



Kyle Doyle

is not going to work, fuck it i'm still trashed. SIOCE WOO! Updated in Thursday

Networks: Sex: Interested In: Birthday: Hometown: Political Views: Religious Views: Australia Male Women January 2, 1987 Sydney, Australia Liberal Party Of Australia Agnostic

Mini-Feed



Gloria Mush Hi Tammy, I still haven't had a bowel movement, thanks for asking. How's your boil? Did you put butter on it like I said? Yum, butter ROTFLMAO. BTW, I found out they do make Victoria Secret in my size but I have to get it through the truck stop. Gotta shave, ttyl





View Photos of Tracy (21) Send Tracy a Message

Poke Tracy

Information

Relationship Status:

Engaged

Birthday:

August 4, 1968

Friends

176 friends

See All



Debbie Kirkwood Acton



Brooks

Cocco

Afsoun Mary Tabrizi



Wall

Info

Boxes

Q Filters



Donna Stand Hallows Oh Tracey, seriously! You didn't think FB was private did you, that's why they have the option to send an email.

30 minutes ago



Tracy Thank you too, Micheal, I had a great time as well. I'm glad you enjoyed my OTHER pussy;). I must admit, I haven't had sex in a while, so getting mounted by such a strong and powerful man was a pleasant surprise after so many long months of abstinence. I hope this message doesn't scare you off, I just wanted you to know what a wonderful time I had with you. You are permanently invited to "the love-cave-between-my-legs"

58 minutes ago



Tracy (Somebody please tell me how to erase this!!! I wrote inside the wrong box! How embarrassing:(

59 minutes ago



Jeff Tengania Nice

57 minutes ago



Tracy Make No! Please, tell me how to get rid of this post!

56 minutes ago



Jeff Don't know how - the whole world knows you got laid

56 minutes ago



Tara water way opps - wow Tracy, ya still got it!!;)

52 minutes ago



Julie Go to the right corner of the message and click hide! :) By the way congratulations!



Tiffany Ginn Vichob OMG Tracy!! :)

24 minutes ago

SOCIAL COMPUTING GUIDELINES



- Even if you participate in these social media activities outside of your work, what you communicate and say, and/or your comments can influence your conduct in your job abilities and can affect your teammates, fellow colleagues, and management.
- Some websites are created to help with sharing of personal information.

 Astute criminals may piece together information you proivde on different sites and use it to impersonate you or someone you know.
- Always express your ideas and opinions in a respectful manner. When you
 are confronted with a difference of opinion, stay cool and express your views
 in a clear and logical manner, supported with facts.
- Keep a distinct relationship between your personal and professional life when communicating in the online world.
- If you identify yourself as a Aviva employee, please ensure that your profile and related information and content represent how you like to be presented with your colleagues, clients and partners.

SOCIAL COMPUTING GUIDELINES (cont'd)



- Don't cite or reference clients, partners or suppliers without their approval.
- If you publish content online related to Aviva's products in your own personal capacity, always include a disclaimer which states "The posting on this site are my own and don't necessarily represent Aviva's positions, strategies or opinions.".
- Do not give or furnish any confidential or other proprietary information and never discuss Aviva's business performance or other sensitive information publicly.
- If you have any doubt or confusion about whether you should publish something online, the best solution will be to refrain from doing so and seek the advice of management before doing so.
- It is important that you show respect for laws concerning copyright, fair use and financial disclosure laws.

BASE CAMP





The state of the s

Website: StaffBaseCamp.com

Register for events, contribute to forums, access resources, blog, join groups, track progress against goals, share stories of success.

Experiences, Events, Training, Team Workshops

Financial Health

Emotional Resilience

Possibility Sessions

Harnessing Adversity

Annual Calendar

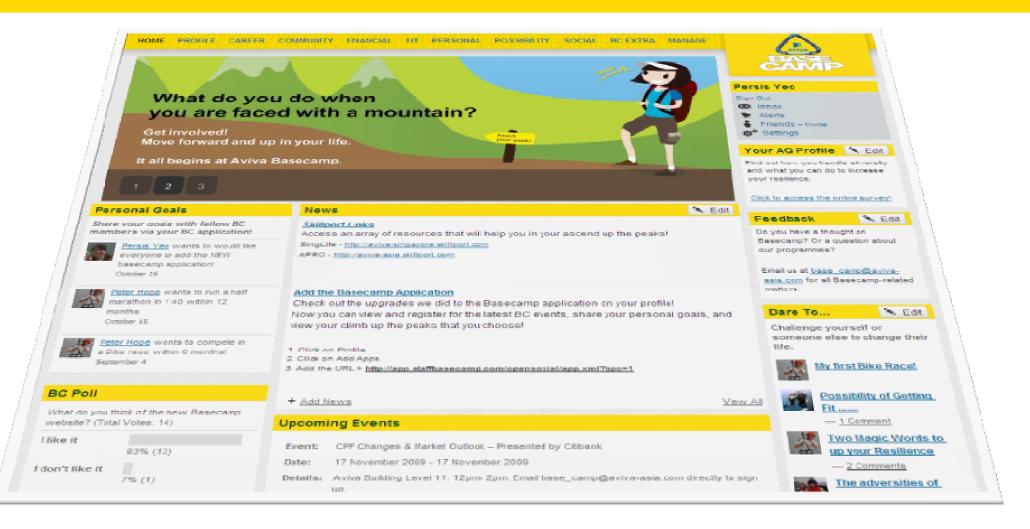


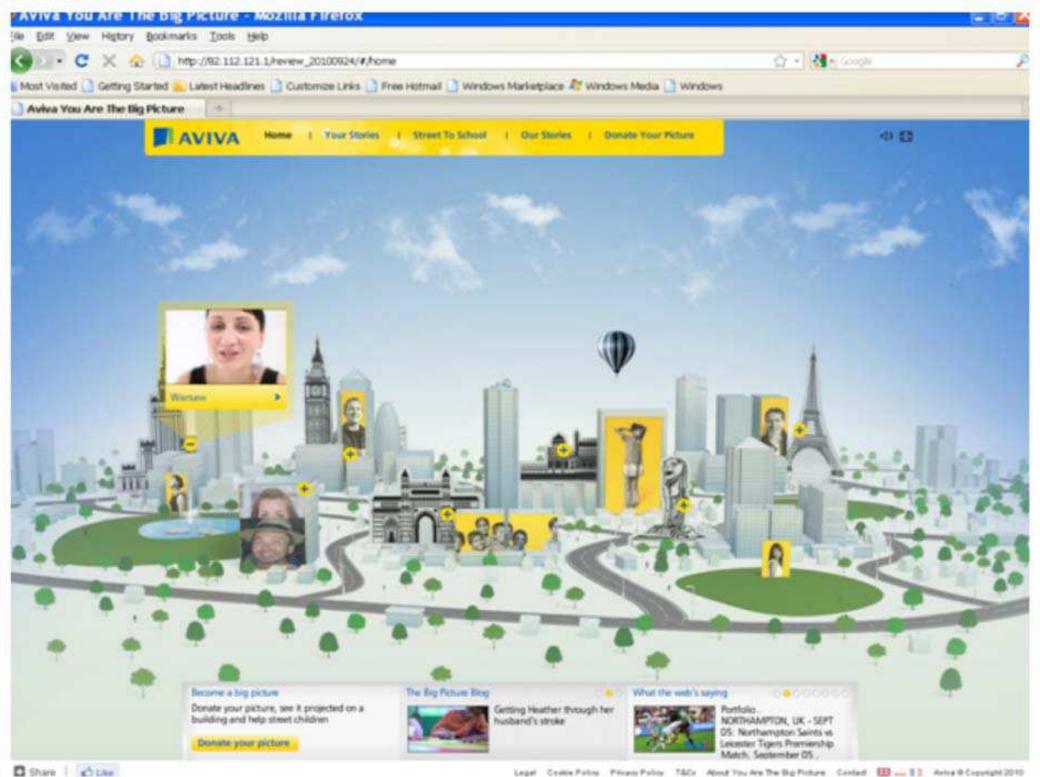
BaseCamp 'Extra'

Informal, staff-led interest groups related to enhancing well-being, capacity, achievement (eg. Cycling Group, Running Group, After-work socials, Dance classes

BASECAMP WEBSITE







YOU ARE THE BIG PICTURE!





RECOGNISING YOU FOR WHO YOU ARE



Build and merchandise the culture to attract the talent you seek – YOU ARE THE BIG PICTURE!







Suntec Towers 1-4

Chevron House



Raffles Place MRT station

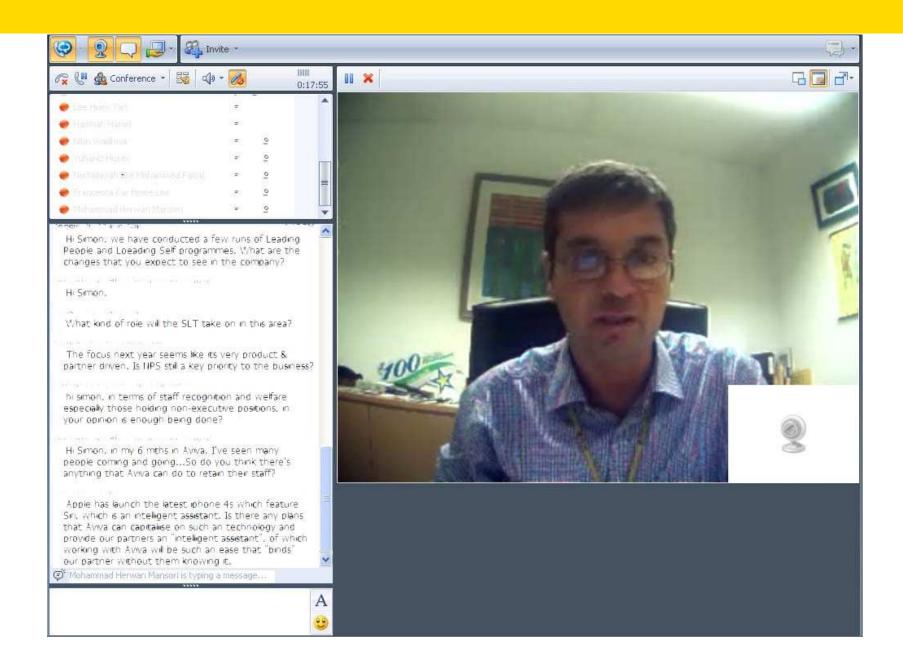
AVIVA ALUMNI





ONLINE CHATS





HR PROFESSIONS SITE





incredible opportunity. Enabling our colleagues to find and share information, insight and experience beyond our geographical or operational boundaries is very powerful and, of course, free! Please let me know what you think so that we can improve the site for you." A one stop shop for all HR news, tools and information from Work & Office site area



THANK YOU



It's not the strongest of the species who survive, nor the most intelligent, but the ones most responsive to change

Charles Darwin