

Case Study: Talent & OD Strategy



Standard Life Plc is an investment company that employs 6,500 employees. It provides expertise and solutions to around 4.5 million customers globally, managing assets of near £328bn.

The Brief

After the the Talent & OD Function underwent a structural change, leaders wanted to ascertain how employees in the department were feeling, as well as gather ideas on how the function should proceed in order to move forward successfully.

The Project

The Crowdscope team designed a concise set of questions that would best address the brief's key areas of investigation: action and attitude.

Action: The open-ended discussion question asked employee's to propose an action they felt would best enable the department to move forward successfully.

Attitude: Employees' responses to the discussion question were grouped according to how optimistic they felt about the future of the Function.

Employee's further expressed their attitudes by replying to and evaluating other's suggestions in terms of prioritisation and actionability.

The Outcome

The small sample size of 40 participants created a focus-group dynamic that encouraged plenty of interaction between employees. With high levels of rating behaviour and discussion, leaders could be confident that the top ranked suggested actions had the approval of the group.

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