



CONSULTING  
TECHNOLOGY  
INNOVATION

# Why don't you build a SatNav for Engagement?

## New Ways to Engage your Workforce

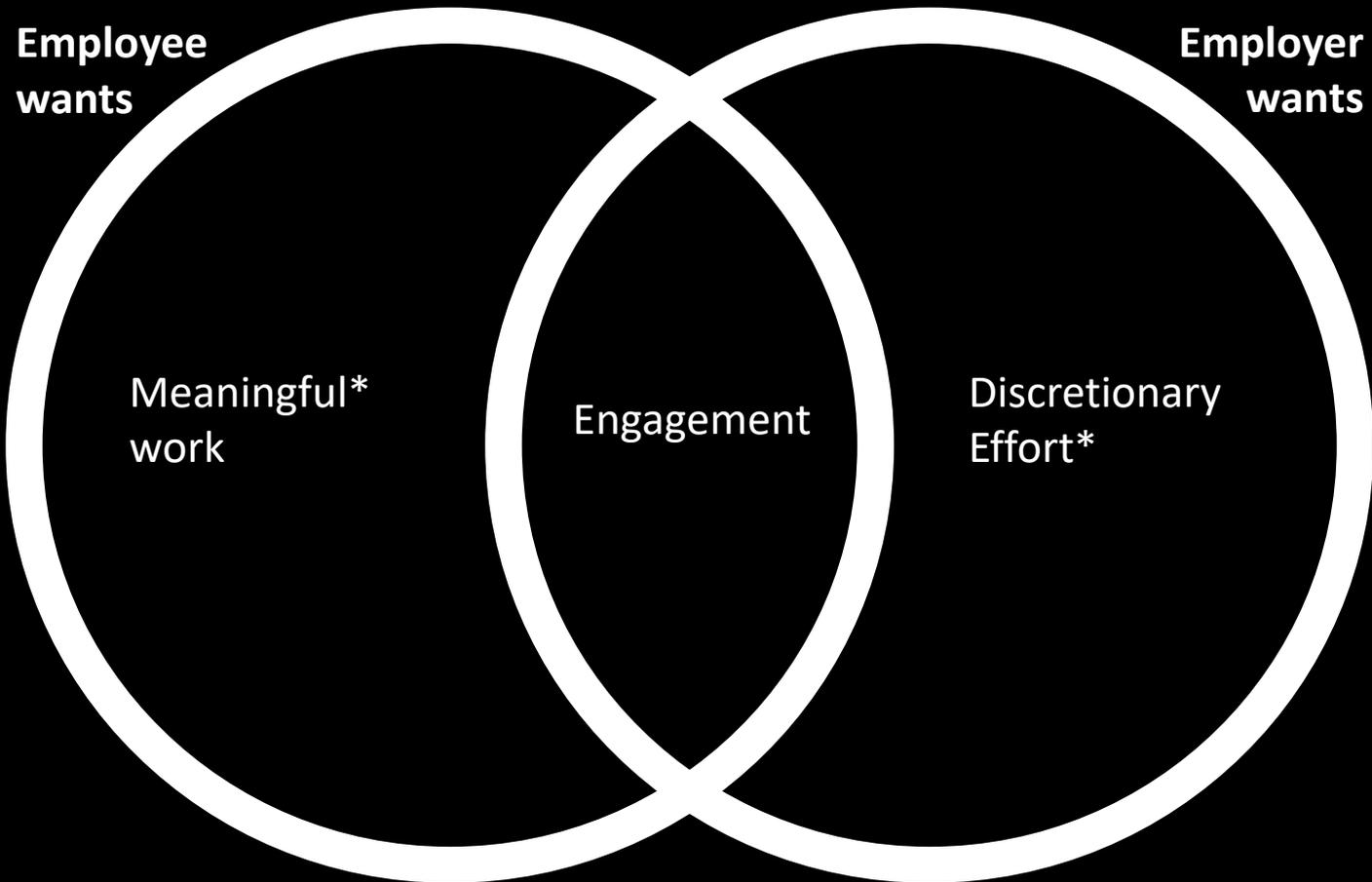
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Acceptance  
Accuracy  
Achievement  
Adventure  
Authority  
Autonomy  
Caring  
Challenge  
Change  
Comfort  
Commitment  
Competence  
Compassion  
Contribution  
Cooperation  
Creativity  
Dependability  
Duty  
Ecology  
Excitement  
Faithfulness  
Fame  
Family  
Fitness  
Flexibility

Forgiveness  
Friendship  
Fun  
Generosity  
Genuineness  
Growth  
Health  
Helpfulness  
Honesty  
Hope  
Humility  
Humour  
Independence  
Industry  
Inner Peace  
Intimacy  
Justice  
Knowledge  
Leisure  
Love  
Mastery  
Mindfulness  
Moderation  
Non-conformity  
Nurturance

Openness  
Order  
Passion  
Pleasure  
Popularity  
Power  
Purpose  
Rationality  
Realism  
Responsibility  
Risk  
Safety  
Self-acceptance  
Self-control  
Self-esteem  
Self-knowledge  
Service  
Simplicity  
Solitude  
Spirituality  
Stability  
Tolerance  
Understanding  
Virtue  
Wealth



*\*'The three elements of motivation are Mastery, Autonomy & Purpose'*  
– Dan Pink

*\*'Employees in the top quartile for engagement scored 21% higher for productivity'*  
– Gallup



# Case Study: Digital Leadership & Engagement

## What?

The digital leadership suite transformed leadership development at a large multi-national oil & gas organisation. Aimed at supporting both first level and senior leaders it comprised two adaptive portals and one native app. User-centered design and behavioral economics were employed to build point-of-need solutions and nudge interventions that directly addressed performance contexts and common issues. The app provides regular feedback from your team, as well as setting challenges and reminders around individual motivators.

## How?



Social learning & digital storytelling underpin the user-focused agile development of this bespoke platform.



2.5k+ peer-to-peer videos created, curated & user-generated to share learning, experience & best practice.



Delivered globally across multiple devices with a mobile-first approach.

## Impact



**20,000** unique users in the first 6 months after launch



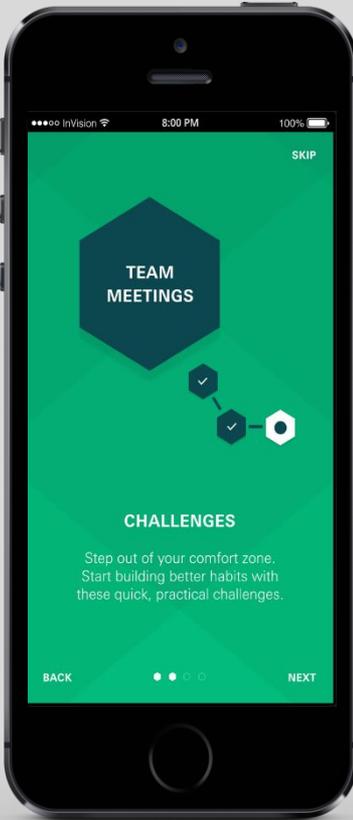
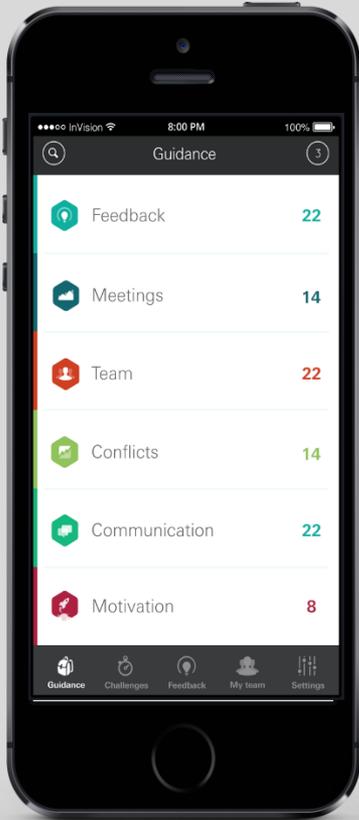
**Time** to autonomy reduced  
Leaders better **Supported**



**80%** reduction in cost of leadership programme



# Case Study: Digital Leadership & Engagement





# Case Study: Engaging the Next Generation

## What?

Advance was designed to a specification derived from extensive research with digital natives and graduates, to help them perform, develop and connect. The web-app provides personalised recommendations from around 1,000 short-form resources, such as one-page guides, infographics and 20-second videos. Engagement and interaction is actively encouraged through a dynamic system of points, badges, progress metrics and leaderboards. Contribution, commentary and networking flourish through an open peer-to-peer community with tools which match you with colleagues and suggests connections based on proximity or similarity.

## How?



Detailed audience analysis aligned user tasks with organisational competencies.



1000+ short-form resources including one-page guides, infographics, 20s videos.



Delivered globally across multiple devices with a mobile-first approach.

## Impact



**3k** unique users in the first 6 months after launch



**79k** skill points earned  
**36k** minutes of video watched



**19k** sessions delivered



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