



NRMA

Employee Engagement Internal Values Review and Development

THE PROJECT

For over 90 years, the NRMA had a set of values which barely changed and were in need of modernising to make more authentic and relevant.

However, the connection to the values and what they represent to their customers and staff was so revered that the feeling was, change should be kept to evolution rather than revolution.

Our challenge was to redefine these values through the lens of 2013's audiences.

At the same time we were reviewing the EVP of the organisation to establish a new framework of employer brand communications to appeal to and connect the various generations of staff across the growing organisation.

COMMUNITY

We're active in our community

INTEGRITY

We do the right thing

SPEAKING OUT

We speak out where it matters

HELP

Help is what we provide

QUALITY

Expect the best from us

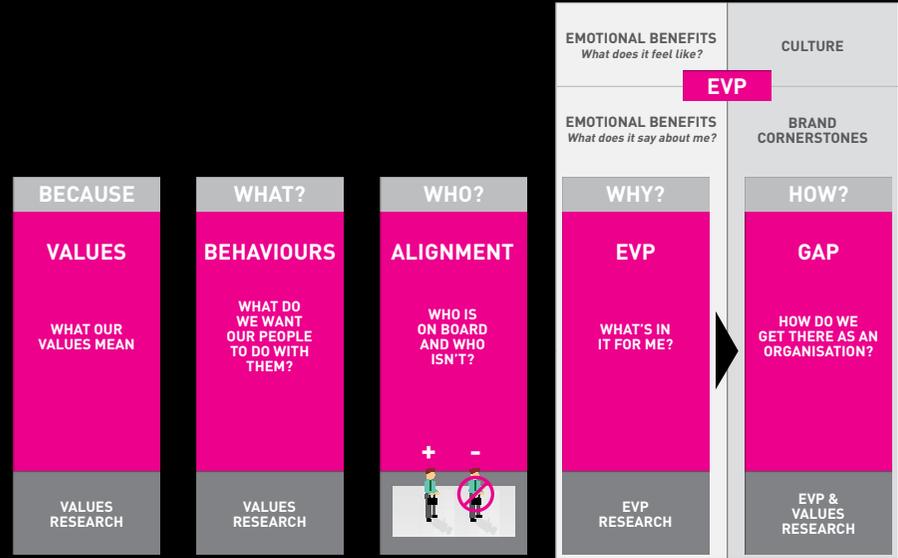
THE APPROACH

The EVP research was conducted using our proprietary methodology, starting with Executive one-on-one interviews and working across the organisation through focus groups and external interviews.

We then took each of their Values and evolved them to a contemporary view using metaphors for modern products and services. Each value then had a longer, more explanatory, interpretation which was used to communicate the expected outcomes to consumers of displaying that value.

In this way the values closely linked desired employee behaviours with the completion of service promises to the consumer.

This chart shows this close connection between values and aligning employees and consumers, and the effect the EVP can have on bringing that alive.



NRMA

THE END RESULT

New guidelines were created around each value and what was expected by consumers of NRMA staff and contractors so it was clear what behaviours supported the value and what behaviours undermined the service promise.

The result was a much better understanding by staff of how to behave and act both inside and outside the organisation, which lead to a better delivery of the Consumer Promise to the NRMA's members.

This work also informed the creative around the EVP communications for recruitment ads and the Employee Referral Program, which were redesigned and delivered across the organisation's various brands and teams.

