

Speaking Up vs. Being Heard at Work

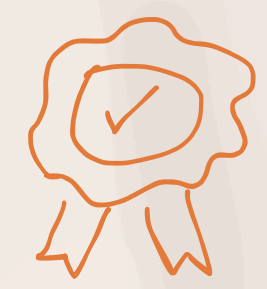
The Gap Between Feedback and Change

1 - ValiWork as project partner

ValiWork supports organisations in understanding their culture and creating better workplaces for their employees.

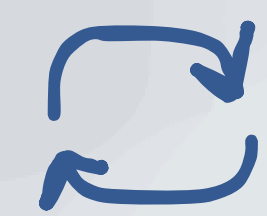


The offer: An employee survey and consulting to drive change



Employee Survey for Certificate

An employee survey to gain insights and a certificate to show that they have a good culture.



Culture Change Consulting

Consulting to work on feedback coming from the employee survey.



The goal: Help organisations create a better workplace for employees

They aim to be the go-to partner for organisations looking to improve their culture and employee experience.



The challenge: Feedback gets ignored, nothing improves

Organisations most times walk away after doing the survey and receiving the certificate.

They don't act on the negative feedback.

2 - Why ValiWorks challenge exists

The current process suggests the work ends with the survey.

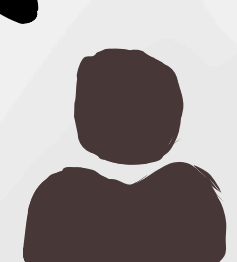
ValiWork's current process



1 - ValiWork promotes certification as a sign of a good workplace.

How organisations react:

"If we do the survey and pass, the certificate will show others that our employees are happy."



Organisation
(client)

2 - Employees fill out the survey, and ValiWork reviews the results

How organisations react:

"Now we know how we compare to other companies."

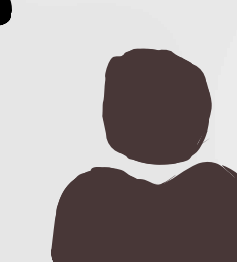


Organisation
(client)

3 - After the results, ValiWork asks if the company wants to act on the feedback.

How organisations react:

"We received the certificate, so we are already good, **it's enough** we don't need to be perfect."



Organisation
(client)

3 - How the problem is created

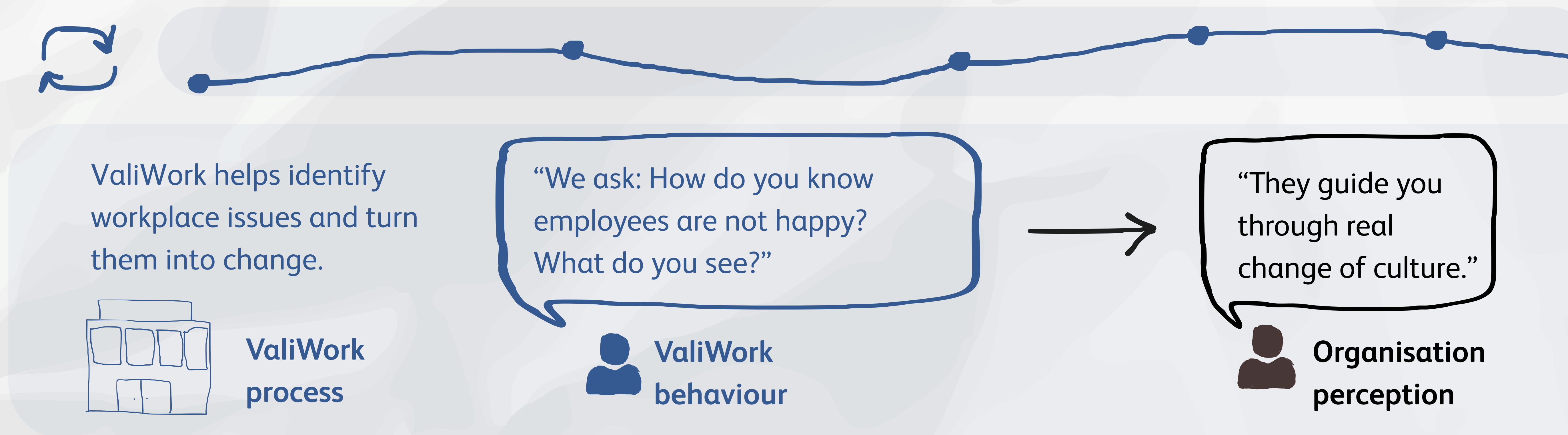
When **certification** is the goal, employee feedback gets overlooked



The way ValiWork speaks leads organisations to stop at recognition.

4 - How it can be addressed

When **change** is the goal, employee feedback becomes the start for change



The way ValiWork speaks invites organisations to act on the feedback.

5 - What ValiWork can do

Split employee roles to offer both **certification** and **change** experiences.



Did anything you shared in your last employee survey lead to change?