

Guide to Conducting Think Tank Sessions for EVP Research

Objective:

Foster collaborative discussions with employees to uncover deep insights into the company's differentiators and challenges.

How to Conduct Think Tank Sessions:

1. Preparation:

- a. Organize 5–10 sessions with 10–15 participants per session (totaling 50–100 employees).
- b. Include diverse representation: leadership, HR, mid-level managers, and frontline employees.
- c. Appoint a facilitator to guide the discussion and a scribe to document key points.

2. Duration: 1 hours per session.

3. Setting:

- a. Arrange sessions in a comfortable, distraction-free environment.
- b. Use collaboration tools (e.g., whiteboards, sticky notes) for brainstorming. (if doing in person)
- c. Use tools like ZOOM/ Teams if doing it virtually

Session Agenda:

1. Welcome & Objective (10 mins):

- a. Explain the purpose of the session: defining the EVP to represent the company's identity authentically.

2. Discussion Points (45 mins):

a. Differentiators:

- i. What do you think makes this company unique for employees?
- ii. How do clients and external stakeholders perceive us?

b. Employee Experience:

- i. What has been your most memorable moment working here?
- ii. Are there any company programs or initiatives that stand out to you?

c. Aspirations:

- i. What is the one thing you wish this company was known for?
- ii. How can we become an employer of choice in our industry?

3. Wrap-Up & Feedback (5 mins):

- a. Summarize key discussion points.
- b. Ask participants to share any additional thoughts anonymously.

Post-Session Steps:

- Collate feedback from all sessions. Use the transcript from the virtual recordings.
- Upload the commentary on the primary research page

Document 2 -

Think Tank Sessions: Group Discussion Topics and Questions

Designed for collaborative idea-sharing and to uncover group perspectives.

Icebreaker: Setting the Tone

1. What's one word that describes how you feel about working here?
2. Share one moment at work that made you feel proud.

Understanding Differentiators:

3. What do you think makes this company different from others in the same industry?
4. How do you believe the organization is perceived by:
 - a. Current employees?
 - b. Clients or customers?
 - c. The external talent market?

Employee Experience:

5. What aspects of the workplace do you think attract top talent?
6. What's one initiative or program that you believe truly reflects our culture?
7. Are there any unwritten values or behaviors that define how we work here?

Challenges and Aspirations:

8. What challenges do you think the organization faces in retaining talent?
9. If this company had a tagline or one-sentence reputation, what should it say?
10. What are your aspirations for the company's culture over the next 5 years?

Concluding the Session:

11. If you were talking to a prospective employee, what would you tell them about working here?
12. What is one piece of advice you'd give leadership to improve the employee experience?