Big Idea Worksheet

Your name: **Lena Binder, Julian Kulinsky, Sven Ritzmann**

Name of the project: **IBM Employee Attrition & Performance**

Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- Human Resources
- Head of HR
- Community Managers
- Senior Leadership/ Executive Team
- Board of Directors
- Recruiting Team
- Legal Department

If you had to narrow that to a single person, who would that be?

- Chief Human Resources Officer at IBM (current: Nickle LaMoreaux)

What does your audience care about?

- Employee satisfaction: The higher satisfaction the higher the productivity the higher the potential of innovation, the higher the strong customer experience and extendable revenue streams
- Minimize fluctuation: Reducing costs from a HR perspective, preventing new hires and severance pays
- Corporate success by providing innovative solutions for customers

What action does your audience need to take?

- Identify current job satisfaction across employees
- Identify current inequalities among different criteria to improve employee satisfaction, such as:
    - gender
    - education (+ education/training within the job)
    - job and relationship satisfaction
    - distance from home
    - years at company
    - stock options

The Big Idea Worksheet is based on a template from Cole Nussbaumer Knaflic, author of "Storytelling with Data".

What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- Opportunity of increasing employees' satisfaction across several departments
- Innovate current processes and circumstances due to current limitations
- Opportunity of financial impact due to improvement of job situation at IBM

What are the risks if they do not?

- Risk of losing employees' trust resulting in high fluctuation ratio
  - including the resulting financial impact due to new hires, high severance pays, losing customers' trust and potential new revenue streams
  - Reputational damage

Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

IBM has to identify and improve current employees' job situation to stay a competitive employer and be able to differentiate from other giant tech companies in the future, because a company is only as successful as its employees are satisfied.

HINT: Some questions are not meaningful to answer completely yet, further data analysis is required.