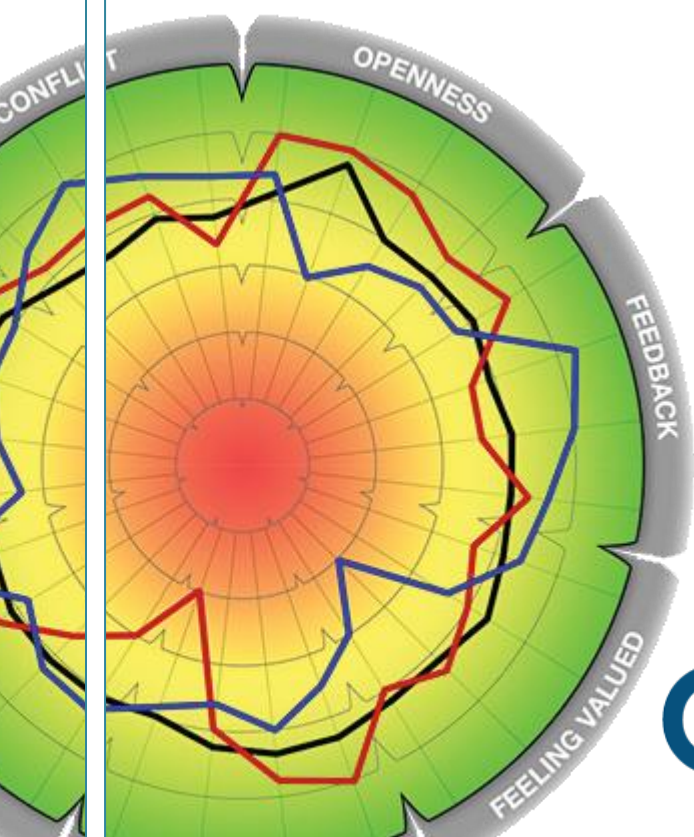


bp2w | an even better place to work

Program Information



Who do you think you are?

Objective
To provide an opportunity for people to be more open and to develop greater trust and openness in the team.

Time
30 minutes

Materials
This and paper

Procedure

Phase 1

1. Ask everyone to write on a sheet of paper three words that describe them.
e.g. **cheerful, open minded, ambitious**
2. Form groups of three
3. Now ask people to write these words that describe the other two people in their group.
e.g. **friendly, helpful, hard working**
4. People take it in turns to stand up, they take an idea, they pass on it to each other and of themselves.
5. Consider the team and discuss:
 - How easy was it to be open about your capabilities or qualities?
 - How easy was it to be open about your negative qualities?
 - How easy would it be to be open about a negative quality?
 - How do you feel about it?
6. Repeat the process at intervals.

How would you like to be seen by others?

1. In groups of three, explain what you need to be doing so people see you in your preferred way.

Phase 2

1. Consider the main activity and decide to select a report or the main
2. Keeping still, everyone in the group, ask everyone to take a step back. Each gets a target in front of their eyes and they read their target.
3. At the given stage appears.
4. Ask the group:
 - Can you see what it got subverted?
 - Is it real time?
 - Does it look "you" as if it is very well?
 - Are there people and experience a real time together in case in real time?
 - How do you feel about it?
 - How do you feel about it?
 - How do you feel about it?
 - How do you feel about it?
5. Record any "Team" and Personal Goals that have been agreed.

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Introduction

Hello and thanks for your interest in the BP2W ("An Even Better Place to Work") Employee Engagement & Leadership Development program.

This brief informational package will highlight some key features of this online, self-managed system and can be used as a reference point for future discussion.

Hopefully, you and your Organization are (or have plans for) doing a lot of innovative things around Engagement, Leadership, Culture, and the overall Employee Experience.

I'm pretty sure our unique approach and program can help with this...

...so sure in fact that we will give you a Risk-Free 60 day trial of BP2W for up to 50 of your employees.

This Employee Engagement, Leadership Development, and Culture Improvement program is very different from the traditional approach to confronting these pressing concerns and issues.

"it's both top-down AND bottom-up. It works for the business & for the individual too."

Sarah Cooper - Head of HR (BAE Systems)

"in addition to redefining the survey process, they also bridge the gap from the data analytics to the actions necessary to improve culture & team dynamics"

George Laroque - HR Advisor, Influencer & Speaker

[#HRWINS](#)

With BP2W, it is the employees who drive the ongoing initiative and are therefore engaged with it immediately. At the same time, management (including HR) retains oversight and leadership...but without the administrative overhead.

For a demonstration of the program I would be delighted to set something up online...and/or you can take a tour of it via our website;

- ❖ 3-minute introductory overview at <https://optimawork.com/bp2w-intro>
- ❖ 20-minute demonstration at <https://optimawork.com/bp2w-demo>

We hope you take a few minutes to go through this document and/or look at our videos, and we look forward to speaking and working with you to help you become A Better Place to Work.

Best Regards



Shea Heaver

Founder & CEO

Getting Started

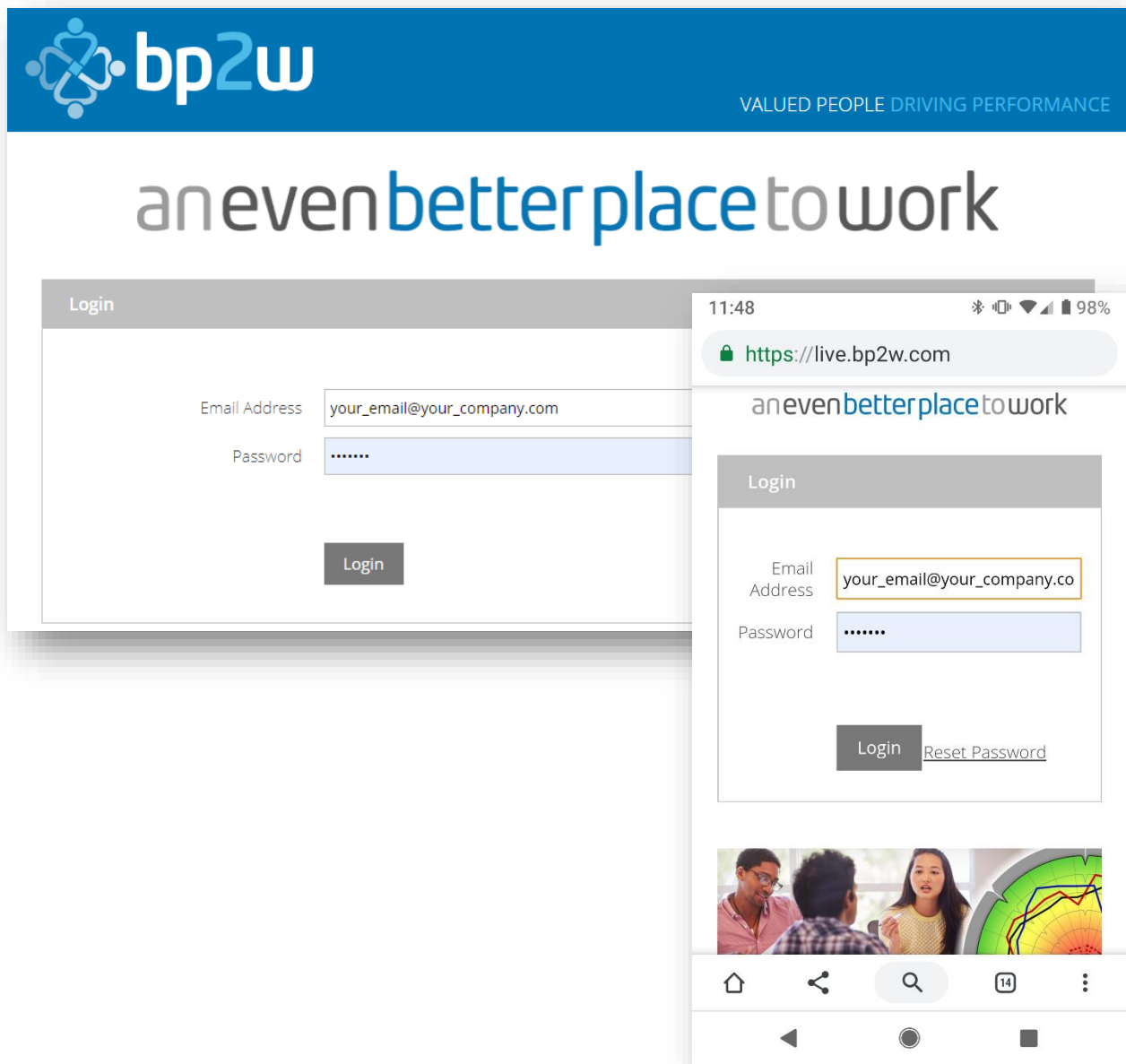
Logging In

We will provide you with the login URL for you to distribute to your employees, use as a link on your company intranet or even set up a custom redirect such as www.yourcompanynamehere.com/bp2w

Each user has a unique login (usually email) and password.

Because BP2W is a hosted solution, *the employee can log in from work, home or other location.*

The login process is the same on desktop/widescreen devices as it is on mobile devices



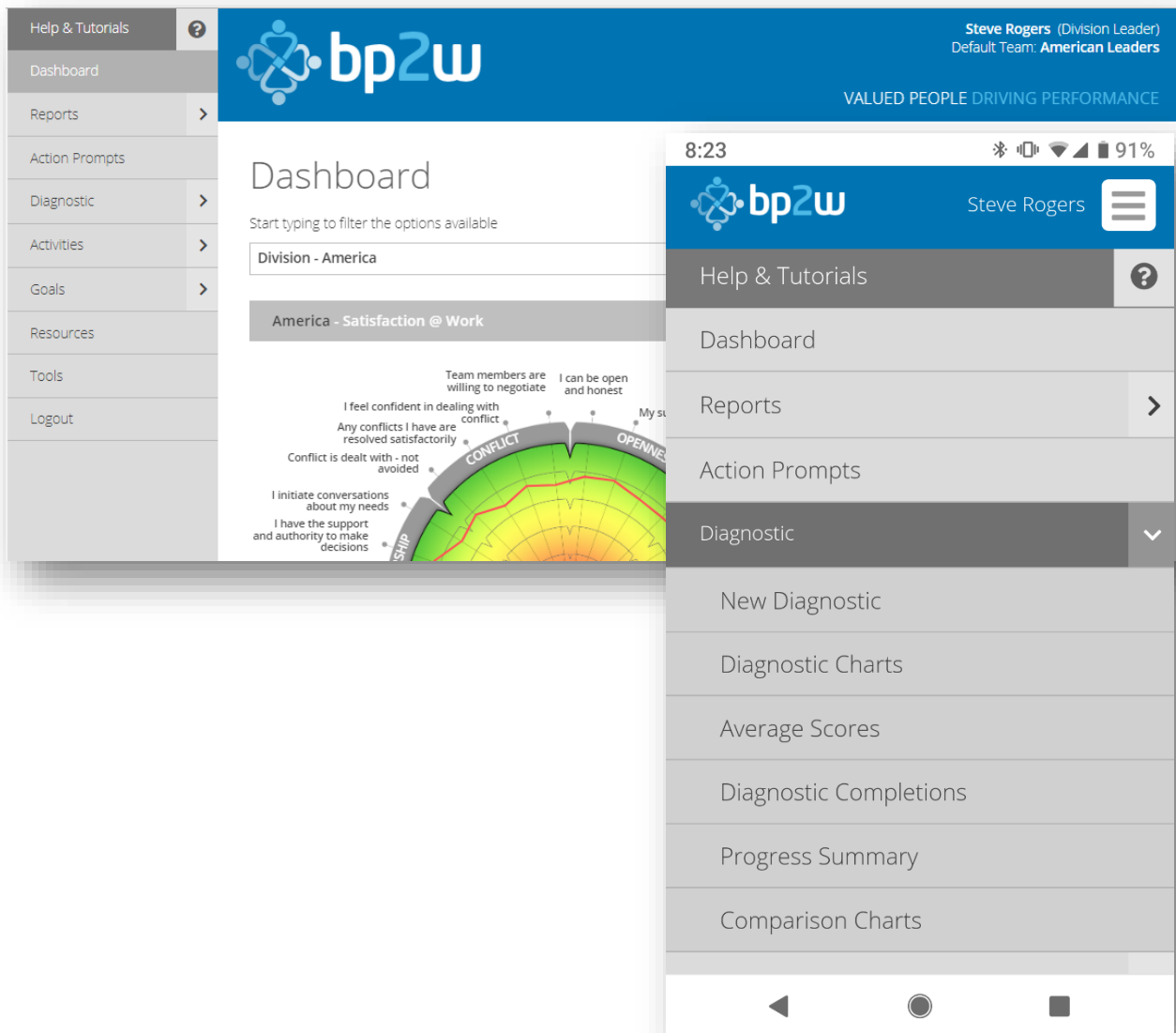
Navigation

The easy-to-use navigation menu is displayed on the left side of each screen within the BP2W program.

On desktop/widescreen devices it is on the left of the screen while it is accessed via a dropdown on mobile devices (as shown below)

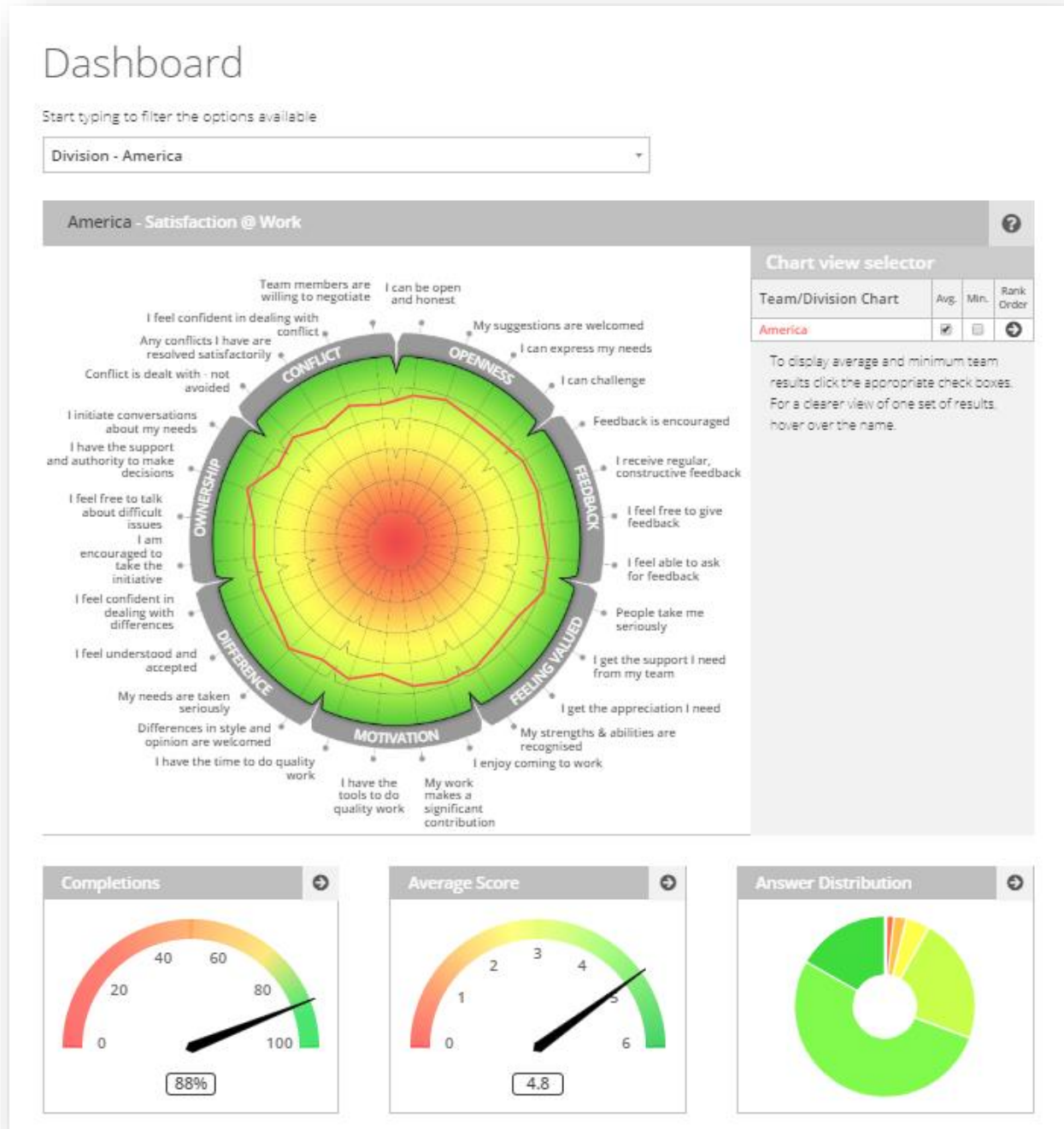
Depending on the level of access granted to an individual user they may not see all the options.

The menus displayed below are of an advanced user such as executive, human resources professional, team leader, etc... with full access to all areas of BP2W



Dashboard

When an advanced user (Management, HR, etc...) logs in to the dashboard they are presented with a dashboard that provides a synopsis of the overall 'health' of the organization showing average scores, enterprise-wide polar chart, activities & goals analysis, etc...



The Diagnostic

The Satisfaction @ Work Indicator is dramatically different from traditional, annual employee surveys and takes just minutes to complete.

It asks 28 simple questions about **the employee's needs** and **NOT** about their boss or the organization. This ensures the results and improvement efforts are focused at the local level rather than seeking a one-size-fits-all answer.

| | Always | Most of the time | Usually | Sometimes | Occasionally | Very infrequently | Never |
|--|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| I have the tools to do quality work | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In my team, I feel encouraged to give and receive feedback | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| I enjoy coming to work | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My strengths, abilities and knowledge are recognised and utilised | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I feel able to ask for feedback from my colleagues | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| I get the support I need from my team | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| When necessary, I initiate conversations about my needs and concerns | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Questions per page: 7

Previous Save

Page 4 / 4

Another major differentiator from traditional surveys is that **the employee sees their own scores and the average of their teams (via the Polar Chart shown on the next page) as soon as they click the Save button**. This ensures **they become instantly engaged in the program** rather than waiting months to have a company-wide message delivered to them from management or HR.

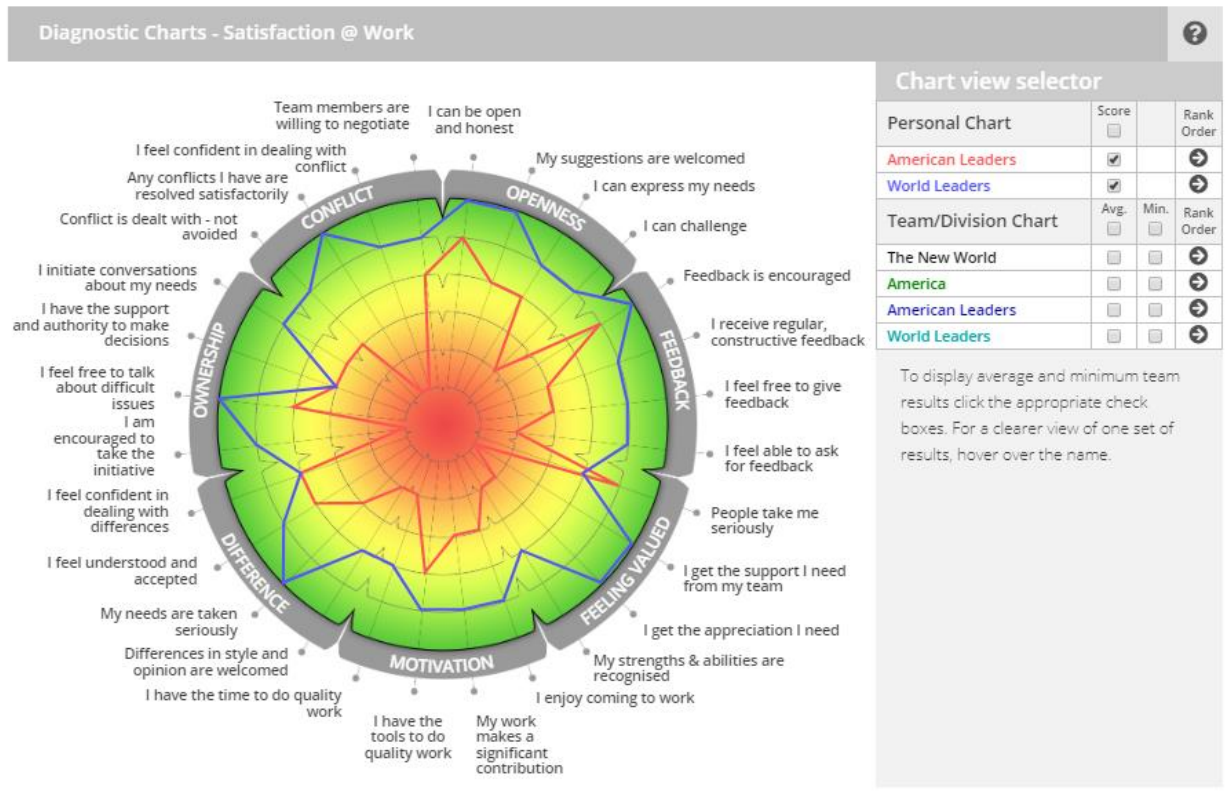
Naturally, this also dramatically reduces the administrative overhead on HR or management who **no longer need to wade through mountains of data**.

The Polar Chart

The Satisfaction @ Work chart provides an up-to-date, interactive and clear indication of staff satisfaction levels across the seven indicators at any level – individual, team, department, entire organization, etc...

By making this chart a Performance Objective for team leaders, ***the organization is showing its commitment to staff satisfaction and engagement, which leads to higher productivity.***

Diagnostic charts

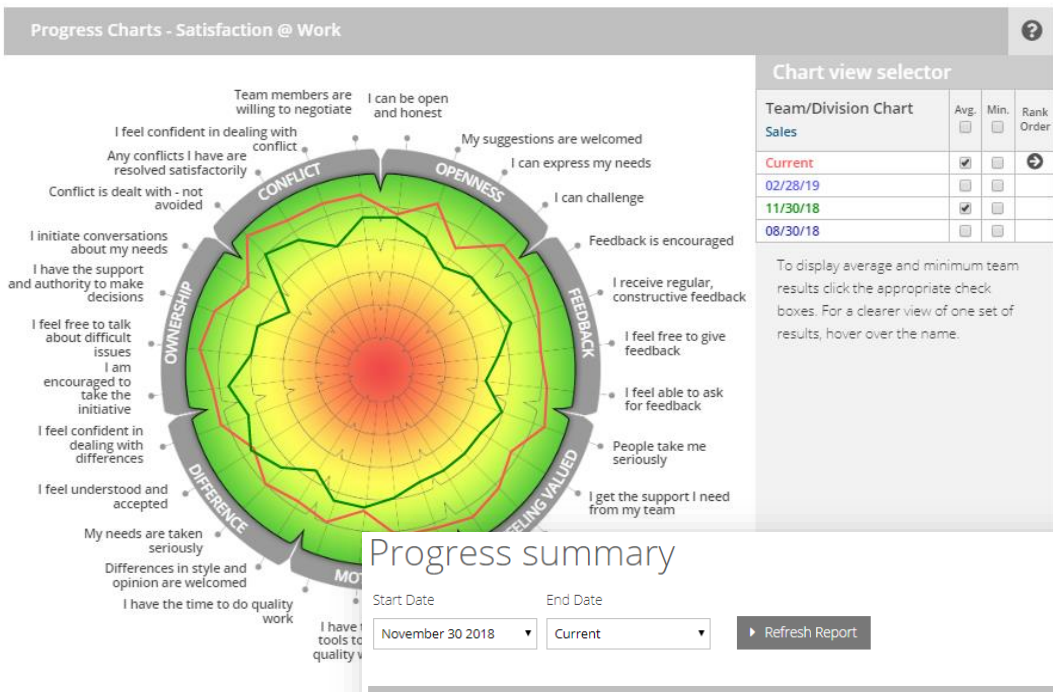


Progress Reporting

One of the key features of BP2W is that *it is an ongoing and continuous improvement program* rather than a point-in-time (usually annually) opinion survey.

The progress reports in the system allow tracking at various levels to see how the program is helping to improve motivation, engagement, leadership, and culture at all levels throughout the organization.

Progress charts



Progress summary

Start Date: End Date: [Refresh Report](#)

November 30 2018 to Current Diagnostic

| | Progress Charts | Completions | Average Score | Openness | Feedback | Feeling Valued | Motivation | Difference | Ownership | Conflict |
|---|-----------------|-------------|---------------|----------|----------|----------------|------------|------------|-----------|----------|
| > The New World Sponsor: Jill Timms Owner: Jean Monnet | → | -4% | -0.2 | 0.0 | 0.0 | 0.0 | 0.0 | -0.1 | 0.0 | -0.6 |
| > World Leaders Leader: Jean Monnet | → | 0% | -0.1 | 0.1 | 0.1 | 0.0 | -0.2 | -0.4 | 0.1 | -0.3 |
| > America Leader: Steve Rogers Owner: Rosa Parks | → | -3% | -0.1 | 0.1 | 0.2 | 0.1 | -0.1 | 0.1 | 0.1 | -0.2 |
| > American Leaders Leader: Steve Rogers | → | 0% | -0.5 | -0.4 | -0.4 | -0.5 | -0.6 | -0.4 | -0.5 | -1.0 |
| > California Leader: Clint Eastwood Owner: Claudia Schiffer | → | -3% | 0.2 | 0.2 | 0.3 | 0.3 | 0.1 | 0.1 | 0.2 | 0.0 |
| > California Leaders Leader: Clint Eastwood | → | 0% | -0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | -0.2 | -0.5 |
| > Human Resources - CA Leader: Rosa Parks | → | 0% | -0.4 | -0.4 | -0.2 | -0.7 | -0.1 | -0.2 | -0.2 | -0.9 |
| > Marketing Leader: Claudia Schiffer | → | 0% | 0.3 | 0.1 | 0.5 | 0.3 | 0.3 | 0.3 | 0.6 | 0.3 |
| Operations Leader: James Madison | | | | | | | | | | |
| > Sales Leader: Harriet Tubman | → | -17% | 1.0 | 0.8 | 1.4 | 1.4 | 0.9 | 0.6 | 1.3 | 0.9 |


Built-In Activities

Another unique element of BP2w is that ***the mechanisms to make highly targeted improvements are included within the program.*** The built-in activities are short (20-30 minute) initiatives that can be done as part of monthly team meetings, lunch-n-learn sessions or as needed.

It really is an 'on your schedule' approach to improving organizational culture, leadership, relationships, and engagement.

Activity schedule





American Leaders - Activity Schedule ?

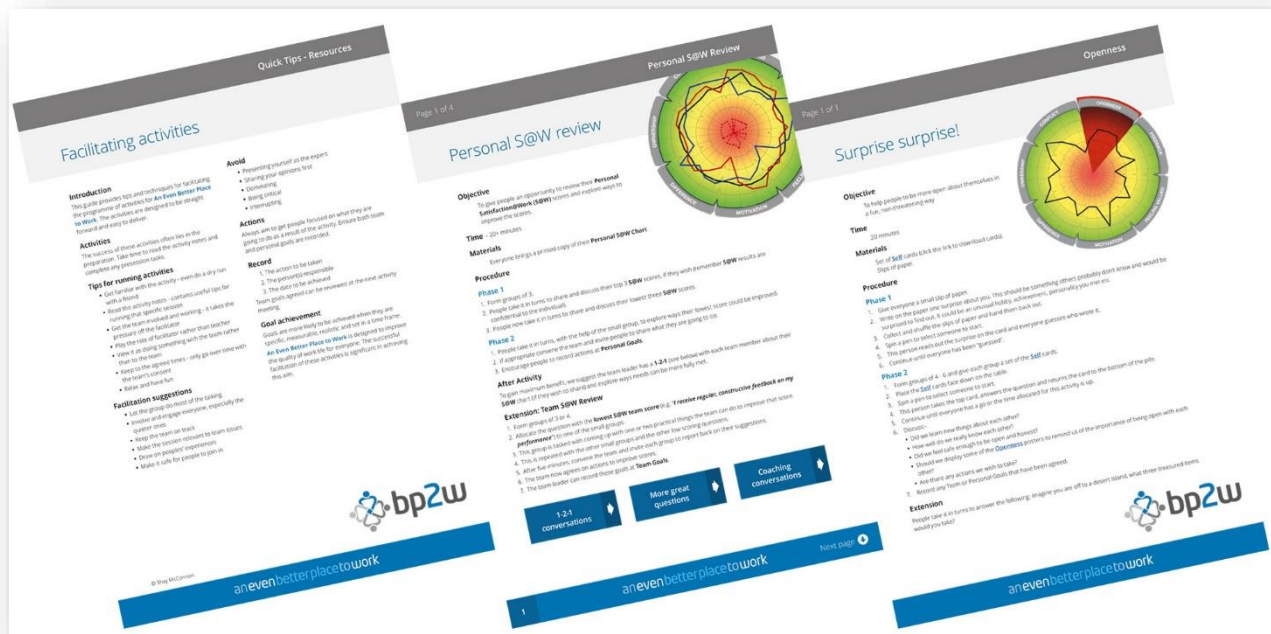
Below is a list of activities that have been scheduled for your team. When you press **New Activity** the system will prompt with the most relevant activity to improve your team's results. Edit the activity by pressing the  button. You can change the date, mark the activity as completed and write a review.

[Change Default Team ▶](#)

[New Activity ▶](#)

Show Completed Activities

| Date ▼ | Indicator ◆ | Activity ◆ | Facilitator ◆ | Edit |
|----------|----------------|-------------------|---------------|---|
| 04/10/19 | Openness | Surprise Surprise | Susanne |  |
| 03/12/19 | Conflict | Stress @ Work | Mike |  |
| 02/10/19 | Motivation | The Perfect Job | Michelle |  |
| 01/07/19 | Feeling Valued | Self-Esteem Game | Samir |  |



The image shows three overlapping activity cards from the BP2w program:

- Facilitating activities:** Includes sections for Introduction, Activities, Tips for running activities, and Facilitation suggestions. It features a circular progress indicator with a green-to-red gradient.
- Personal S@W Review:** Includes Objective, Time (20 minutes), Materials, Procedure (Phase 1 and Phase 2), and After Activity. It features a circular progress indicator with a green-to-red gradient.
- Surprise surprise!:** Includes Objective, Time (20 minutes), Materials, Procedure (Phase 1 and Phase 2), and Extension. It features a circular progress indicator with a green-to-red gradient.

Each card also includes the BP2w logo and the slogan "an even better place to work".

Personal and Team Goals

The outcome of the Activities and Diagnostics review is to establish goals at the individual and team level, thus ensuring the participants have objectives to work towards.

The personal goals (just like the diagnostic scores) are confidential to the individual, while all team members see and partake in team goals.

Personal goals

American Leaders - Personal Goals

[New Goal ▶](#) [Change Default Team ▶](#)

These goals are confidential to you.

Show Completed Goals

| Date | Goal | Indicator | Edit |
|----------|---|----------------|------|
| 04/22/19 | To avoid conflict by communicating more with each other | Conflict | |
| 03/20/19 | To remind myself of the positives of working in this job. | Motivation | |
| 01/31/19 | To have more 'me' time outside of work. | Feeling Valued | |

Team goals

American Leaders - Team Goals

[New Goal ▶](#) [Change Default Team ▶](#)

Team goals are visible to everyone in your team and leaders higher up in the organization

Show Completed Goals

| Date | Goal | Indicator | Person Responsible | Edit |
|----------|--|----------------|--------------------|------|
| 04/13/19 | All came to an agreement that the actions to take away are to consider everyone's... | Conflict | Whole team | |
| 03/01/19 | To provide Facts and Stats to SMT on a monthly basis. In relation to HR and BP2W | Motivation | Lee | |
| 02/01/19 | We agreed to find opportunities to appreciate each other more regularly | Feeling Valued | Whole team | |

Prop Box

While everything needed to run the activities is included online and available to print where necessary (most are PDFs), we can provide a prop box filled with workbooks, flashcards, posters, notes, etc...

Your organization may find it useful to have some of these in different locations (possibly held by the local HR entity) that teams can use as needed when running activities.



Testimonials

"This is a no-brainer: Every leader, every CEO wants engaged employees. After all, an engaged employee is a happy employee, and happy employees produce. [BP2W] offers just that. ... It even offers individual- and team-building activities to improve any weak spots."

[Entrepreneur](#) (online edition) – Jeff Boss – Leadership Team Coach, Author, Speaker

"What stood out about their program is that in addition to redefining the survey process, they also bridge the gap from the data analytics to the actions necessary to improve culture & team dynamics"

#HRWINS – George Laroque – HR Advisor, Influencer and Speaker

"This a wonderful tool, easy to apply and just makes plain common sense - ingenious!"

NHS - Jenni Jones - Head of Organization Development

"A powerful, innovative way to engage staff - we got some very important issues onto the table."

Sony - Trisha Western - Head of Training & Development

"it's both top-down AND bottom-up. It works for the business & for the individual too."

BAE Systems - Sarah Cooper - Head of HR

"The program had a real impact on the bottom line"

Siemens Traffic - Karen Meaden - Organizational Development

"our people who were not 'natural' leaders, have benefited enormously from this program."

Maritime Coastguard Agency - Ken Gordon - Head of Training

"provided me & my team with the tools to measure where we are & more importantly how we move forward. . . . Over time the culture of ownership and accountability has grown to a point where the needs of each other are understood & respected & allow room to create solutions where needed"

Yorkshire Water - Vicky Farrell - Team Leader

"I think it is a great program . . . I love the fact that people have to take ownership of the issues/problems that arise and make goals to resolve them."

Safe Move - Melody Thwaite - Senior Advisor

"Great value to the business."

Uniq Foods - Lochlain Feeley - Managing Director