STEP 1: Make strategy transferable

Meyn Vision booklet

Vision 2015
STEP 2: Activate leading coalition

Vision 2015 offsites

Working Together for Leadership in Sustainable Poultry Processing Solutions
STEP 3: Measure strategic non-financials

Global people survey

3 Indicators of Engagement

- Retention 8.0
  I would prefer to remain with the company even if a comparable job were available in another company.

- Satisfaction 7.9
  Taking everything into account, I am satisfied with my current job.

- Pride 8.2
  I am proud of my company and would recommend my company to others as a good place to work.

14 Drivers of Engagement

- Team
- Job Content
- Role Clarity
- Freedom
- Variety
- Job Security
- Challenge
- Respect
- Pressure at Work
- Fair Pay
- Open Culture
- Kept Informed
- Leadership
- Growth

Engagement drivers

To what extent do you agree with the following statements? (1 = Fully disagree - 5 = fully agree)

1. Role Clarity
   - fully disagree
   - 1
   - 2
   - 3
   - 4 [selected]
   - 5

2. Job Content
   - fully disagree
   - 1
   - 2
   - 3 [selected]
   - 4
   - 5
STEP 4: Turn data into dialogue

Harvest chats & follow-up sessions

CONVERSATION

Welcome to our Meyn “Vision 2015” dialogue session. This session is hosted by Han Defaumes, Marco van Straaten & Erik Blom.

Together with 110 other colleagues you have registered to be part of this event! Our objective today is to share personal experiences in “working together” around our 4 strategic initiatives:

- One Meyn
- Excel in Sales
- Innovate
- Manufacturing Transition Program

Please take a moment to read the ‘principles’ of this dialogue session:

- Focus on the topic discussed
- Share personal examples
- Please respond to each other
- Be specific & KISS: Keep It Short & Simple

Practical tips:

- Type your messages in the lower left corner & click on ‘SEND’ or 2x ’ENTER’.
- To respond directly to a previous comment, click on the ‘REPLY’ link below a statement.
- To navigate back to previous comments: you can (temporarily) unselect ‘autoscrolling’ in the lower right corner and scroll back.

We believe that a key success factor to “working together” is sharing experiences and information. For this reason we appreciate your presence and input (despite the busy times) and wish you all an inspiring session. Let’s get started!

Demo_user: Welcome message
(Reply)

Demo_user: Demo_user: Welcome message
Thank you for the invitation, .........................
STEP 5: Make dialogue continuous

Management Team Development
Executives keep running
Leaders regularly stand still

Idea in Brief

One-way, top-down communication between leaders and their employees is no longer useful or even realistic.

Today’s leaders achieve far more engagement and credibility when they take part in genuine conversation with the people who work for and with them. A conversation is a frank exchange of ideas and information with an implicit or explicit agenda.

Corporate conversation reflects a new reality: Thanks in part to digital and social technologies, employees have found a public voice. They’ll use it whether their bosses like it or not.

The good news for leaders is that people can talk up a company in a way that’s more interesting and attractive than any obvious public relations campaign.