



A guide to *launching* **Stribe to your managers**



Stribe

Get behind *Stribe*

Before you launch Stribe (or anything new!) in your organisation it's important to bring your team managers on board so they can help you make the most of the tool.

Following the pandemic, managers have been taking more of an active role in encouraging the culture of their team and supporting their wellbeing. This means they can have a huge influence on employees and will play a key role during your launch of Stribe.

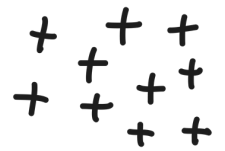
People can be quite reluctant when it comes to new technology, especially if it requires training or changes to working patterns. We also know that managers always have a lot on their plates and finding the time to start something new can be difficult for them.

The tips and benefits from this guide will help you get your managers onboard by helping them to understand how Stribe will support their busy work lives. With the right tools and direction early on, Stribe will make it easier for them to create a happier team!



1 What's in it *for them?*

As a busy manager, the first thing you look for in a new tool is what it can do for you. Encourage your managers to use the app by outlining the benefits of Stribe and help them build more of an understanding on why it's being introduced.



Make it easier to celebrate the little things

When people feel valued, everyone sees the benefits. A recent study found that 69% of employees would work harder if their managers recognised their efforts.

Recognition is vital when it comes to keeping teams happy. Having the power to praise teams with shout-outs in Stribe offers managers another way to recognise employees' triumphs. Teams want to know their hard work is being valued and something as simple as a thank you can go a long way.

As well as making teams happier, recognition will increase their motivation because they know that their hard work is being acknowledged and appreciated!

Built to save you time

Stribe can help speed up decision-making through its segmental analysis. If managers are struggling to make a decision on behalf of their teams, they can use the word tiles and sentiment analysis to see everything in one place. This cuts out the need to manually sieve through information when finding out what people want.



Empower managers with data-led decision making



It can be difficult to know whether you're making the right call when making decisions for your team. Stribe can help managers get feedback from their team. So instead of spending time weighing up a decision and gathering feedback from colleagues individually, managers can send one pulse survey that their team can answer anonymously. This will help them understand what their team are really thinking and be confident that they're making the best decision possible.

Understand the little things so they don't become the big things

By giving employees a place to talk with messages, and gathering insights using pulse surveys, managers can pre-empt anything that might affect their team. By helping them to manage problems earlier on, they can act before they become a bigger issue.

Give everyone the confidence to talk

We get it. Starting difficult conversations can be tough at times. In fact in a recent Gallup survey a whopping 69% of managers reported feeling uncomfortable communicating with their employees. Of course, managers want to find out how their teammates are thinking and feeling but it can be difficult to start the conversation (without singling anyone out). Messages offer another line of communication with teams for more sensitive topics, making it easier for everyone to address concerns before they impact their work and wellbeing.

Helping teams be heard

Stribe is anonymous so admins can share a pulse survey, or shout-out without being assigned to the post. (They can also choose who these go out to by selecting segments relevant to them such as Team, Location or Department!)

And their team will have that same comfort. Anonymity empowers teams to speak up so that they're more likely to give an honest answer. This means managers can be confident that the data that comes back tells the true story.

With more accurate responses, they can make data driven decisions and identify the issues that they wouldn't have been able to before.



2 **Tips and *tricks***

Here are few ideas to get you going with Stribe, from asking the big questions to celebrating with shout-outs.



Celebrate every little win with shout-outs

Encourage your managers to get the ball rolling by posting the first few shout-outs! This will promote a supportive team culture and give their teams a boost because they'll see that their hard work is appreciated! It will also make their colleagues more likely to pass on the gesture to their teammates.

Think outside of the box when it comes to your first pulse surveys

If you've recently released a pulse to your teams, you should avoid always using the same themes to maintain engagement with your pulse surveys. Put yourself in your team's shoes and think about what they might need. You could even post a multiple choice question to find out exactly what kind of themes are important to them. This will give you a starting point so you know where you can make a difference.

Make a habit of posting content

Consistency is key. With a set schedule like weekly pulse questions, you can help your employees get into the habit of contributing to Stribe. This leads to higher levels of engagement, a richer dataset and clearer trends so you can make even stronger data driven decisions.

Access more support using the linked admin feature

When it comes to supporting your teams concerns, you can get support from HR without compromising anyone's identity. It's still anonymous but it means you can share any difficulties with other admins instead of handling it by yourself.

Encourage a talking culture

It can be difficult to open up in an email or even in person. Having an anonymous space in messages gives your team the time to think about their response and add a bit more detail. This gets the message across so you have a clearer idea of what's going on and what you can do to help.

Ask the big questions

Don't be afraid to ask the big questions! Stribe is there to help you be honest too and identify exactly what needs improving. If you give your team a place to give their honest opinion, it will make it so much easier to know where to begin.



3 Launch ideas to bring everybody *onboard*

These are just a few ways to bring out the best with Stribe and help you deliver a smooth launch.

1

Create a buzz

By creating a build up through frequent comms, you're creating anticipation for the launch of Stribe. Sending out bulletins, hosting webinars, and putting up posters will encourage curiosity in the lead up to launch and get people talking about Stribe.



2

Set an example

Be the first to get ahead with Stribe. By adding pulse surveys, resources and shout-outs to Stribe you will ensure there's something ready for your teams to get stuck in with when they first log in.

3

Ask for feedback

Make it a topic of your day, the more you talk about it the more people will get involved. Why not ask what your teams are looking to get out of Stribe so you can tailor the experience to suit them.

4

Host a webinar

Hosting webinars throughout your launch of Stribe means you can cover any questions and gain feedback early on. Let your teams play around with the tool first so they can make the most of the sessions. You can even use pulse surveys to find out what they'd like to cover beforehand.





Thank you!

Stribe