



## Our Approach

Based on the specific wishes of the UMCG, Synthetron developed an approach custom made to tackle Employee Engagement in such a big organization.

### The set up

The goal was to have individual sessions with up to 300 different teams.

The script was developed by Synthetron and inquired with the employees, in an open way, what motivated and demotivated them in their work.

Instead of preprogrammed subjects as with a survey, the employees decided themselves what subjects they wanted to discuss. They were also asked to come up with solutions for the problems they saw in their team. Participants not only shared their ideas but were asked to react and vote on each other's ideas. Our unique evolutionary algorithm enabled participants to identify the most supported statements. In order to still be able to benchmark results with other University Hospitals, Synthetron offered to do a shortened survey of 9 questions before the start of every sessions. This combined the best of two worlds.

### The analysis

The UMCG dialogues were done at the team level. This meant that the groups of participants were mostly small and therefore the analysis was left to the teams themselves. Synthetron presented two reports; one with the most supported statements, survey results, and benchmarks and one with all messages.

# A new way to Engage Employees at the University Hospital of Groningen (UMCG)



## The Challenge

The UMCG is the biggest university hospital in the North of the Netherlands. It specializes in supraregional tertiary care. It has over 12.000 employees ranging from medical staff, to professors, and lab analytics.

### Unsatisfied with traditional methods

UMCG was used to the traditional Employee Engagement surveys they would use every three years. The surveys did not give the insights they were looking for. The 'traditional' results were grades/numbers that were easily benchmarked against other university hospitals but did not give real insights into the teams and departments. Employee participation in these surveys was low, and they often got the feedback that 'nothing real was done' with the results of the survey.

### Looking, and finding, innovation

Not completely satisfied with the traditional methods the UMCG went to look for alternatives. They wanted to really engage with employees on a team/department level. To get real insights that would say more than a number. The UMCG is a big organization, which is spread throughout a myriad of buildings. The new method had to be flexible, people had to be able to access it right from their workplace.

Previously the UMCG had used Synthetron for strategy development. The HR director of UMCG saw a possibility and together with consultants from Synthetron they came up with the initial idea that would lead to the development of the Employee Engagement+ application by Synthetron.

Get actionable insights to move forward by engaging the people that matter via our unique, online dialogues



## Output, results & Impact

### Output

Reporting was done first at the team level. The reports existing out of a file with all the most supported statements, benchmarks, and survey results and one file with all written messages. These reports were send to: the responsible team leader/manager, responsible HR contact, and the sector head.

The reports were meant to be a starting point for the team to improve work satisfaction. This was part one of the reporting.

Part two of the reporting was on a higher level. It was a thorough analysis of the results per sector. This was done by Synthetron consultants who used their expertise to clarify the trends going on in the sectors.

### Results

Over 150 teams participated in the dialogues, writing more than 23.000 messages.

Individual team results were very diverse.

### Impact

The impact of the dialogues was most noticeable at the team level. Managers and team leaders got the results within a week and could directly get to work on issues that were pressing.

These managers often were very happy with the quick reporting and the insights they got from the dialogues.



umcg

## Want to know more?

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We have offices in 13 countries and can carry out projects in 14 languages. See [synthetron.com](http://synthetron.com) for more info

> 1000's  
Sessions

> 100,000's  
Participants

> 40  
Countries used it

14  
Languages

> 30  
Consultants