

How Synthetron– helped Proximus’ employees to own the company’s cultural change




Think = athon
Shaping Proximus together



Co-create the possible

Proximus, the largest Belgian telecom operator, defines its purpose as 'to open up a world of digital opportunities so people live better and work smarter'. Proximus' brand promise, *Think possible*, is key in its strategy to become the reference operator in Europe. The strategy and purpose required Proximus to transform in order to operate like a digital native company.

Synthetron helped Proximus to listen to employees, to facilitate the co-creation at scale of its *Think possible* internal culture. More than 780 employees provided their perspective and input in 12 online 'Thinkathons' (Synthetron hackathon conversations).

The conversations engaged and energized participants, and above all, the 'Thinkathons' provided Proximus with valuable insights to reinforce the culture transformation being implemented.



Think[💡]athon Shaping Proximus together

'The 'Thinkathons' became a pivotal moment in the transformation journey because they helped to align bottom-up with top-down transformation views.'

The results instantly increased culture change awareness/energy and helped to focus leadership and engagement. As a result, Proximus has created an adapted transformation action plan and a clear 'Thinkathon' follow-up action plan.'

Kathleen Vande Kerckhove
Director People & Organisational Development

Synthetron's 5 steps to 'Thinkathons'

1.Design and Intake. Together with the project team, we identified the context, the outcome that would be valuable and what the in-going hypotheses were in order to draft a set of open questions that would trigger the conversation.

2.Recruitment. Proximus launched an internal campaign and motivated employees to join the discussion in their language (French, Dutch or English) of their group.

3.Moderation. Together with the Proximus transformation team we moderated 12 Thinkathon conversations. A leadership squad manager introduced each Thinkathon in a live session to emphasize how well management was listening.

4. Analysis. All sessions were analysed by different language teams (grounded theory method) to create an overall 'big picture' actionable insight report. Team specific results were also reported. All analyses were substantiated with virally strong quotes from participants.

5. Reporting. The report helped the transformation team, the HR team and the leadership squad to better understand the transformation forces that had to be managed: the organisation's aspirations, the perceived meaning of a Think possible culture, as well as the employees' views on bottlenecks, priorities and key enablers (soft and hard) to make the new culture thrive.



'As culture is something we all create together, Synthetron's approach is spot on to quickly and easily hear and involve all employees in this journey. '

Kathleen Vande Kerckhove
Director People & Organisational Development

Synthetron Culture Hackathons

provide business executives an efficient and engaging way to engage employees co-creating culture change generating valuable insights bottom up to lead culture transformation forward

They give inside perspective on such questions as:

- What is the company culture and how is it expressed at work today?
- How can we work together to improve shared value?
- What do we still need to do to get us where we want to go?
- What is our purpose? How do we translate the purpose in the day to day behaviours ?
- What in our way of working hinders our strategy implementation? What will help?
- What can I do? What is the priority?



About Synthetron

Synthetron

is an online dialogue platform, that places (10 to 1000) participants into overlapping small virtual groups to allow the anonymous sharing and evaluation of ideas in writing. This in just 1 hour. The process involves a real-time moderated conversation.

How?

Participants write their ideas and these are marked by others in terms of level of agreement. Strongly supported ideas move on to be evaluated by more participants.

So What?

The result is qualitative insights on a quantitative scale. You get a picture of where participants agree and disagree, where there are tension areas, statistics about the levels of agreement and a transcript of the discussions that can be analysed further in depth.

Who?

We support consultants and service organisations directly to capture valuable insights to move on. We can provide end-to-end service or help clients to use the platform autonomously.

contact@synthetron.com
www.synthetron.com

