

## How will OckiPro's Diagnostic Tool help?

OckiPro's [Diagnostic Tool](#) is designed to show strengths and weaknesses in an organisation's employee engagement activities related to sustainability.

It consists of three sets of questions that:

- provide context on the organisation itself;
- indicate where it is on its sustainability journey; and
- allow an assessment of how systematic and effective its approach to employee sustainability engagement is, covering planning, preparing, acting, embedding and measuring.



Responses to questions are weighted according to how critical they are to achieving the overall goal of having all employees understand their role in delivering an organisation's sustainability commitments and goals, and being empowered to implement them.

Based on responses, OckiPro generates a summary report including the diagnostic responses and OckiPro's top level recommendations, along with our full analysis and recommended actions (see example below).

### Example: OckiPro's Diagnostic Report for Anoni Moose Ltd

Anoni Moose is a global information management business. It has a clear and well-developed sustainability strategy that is integrated into its overall business strategy and delivered by a central sustainability team and employee champions.

Annual ESG reports indicate executive and board-level support and responsibility for sustainability, though this may not come through as strongly as it could, as survey responses indicate a degree of uncertainty about who is responsible for sustainability at this level.

Despite the maturity of the strategy, sustainability is not fully embedded across the business, as reflected in its overall scores for the diagnostic. Early planning and delivery of engagement activities around sustainability appear to be strong and have raised awareness of the organisation's commitment. Anoni Moose now needs to make sustainability part of 'how we do things around here' at all levels.

Based on its responses, Anoni Moose's overall diagnostic result is 58%\*.

The results for each stage of the engagement cycle again reflect the strong foundation provided by the sustainability strategy and the need for a more systematic approach to sustainability engagement to embed activities across the business.

Anoni Moose should be commended for its high scores relating to measurement (which many organisations struggle with). Though a detailed review of responses indicates stronger performance around measuring progress against sustainability targets rather than engagement.

Engagement stage	Score %
Strategy	80
Planning	67
Preparing	61
Acting	53
Embedding	34
Measuring	59
<b>Overall score</b>	<b>58</b>

\*This figure can track overall progress if the diagnostic is repeated periodically.

### OckiPro's top level recommendations

Based on the diagnostic responses, OckiPro recommends the following actions are prioritised over the next year to strengthen sustainability actions and engagement at Anoni Moose. This will ensure the business maximises the benefits of the progress it has already made.

- Survey employees on sustainability knowledge and interests to inform engagement planning and activities, and to create a baseline to track progress.
- Integrate sustainability into all communications and training and development channels, ensuring employees are given guidance on how they can get involved and time and support to plan the actions they want to drive.
- Ensure all employees are regularly updated about sustainability progress, have a chance to ask questions and express concerns and are rewarded for meaningful actions supporting delivery of organisational goals.

Actions to tackle these and other issues identified by the diagnostic follow.

As noted in the detailed analysis, OckiPro offers services that can support these actions, if you would like a proposal based around any specific projects, please get in touch to discuss further.

## OckiPro's engagement analysis and recommendations

### Planning

#### Strengths

- Anoni Moose has strong leadership commitment to the sustainability strategy, with senior managers clearly endorsing its importance
- The organisation has put budget and change management in place to help it deliver on its sustainability goals

Priority issues	Examples of recommended actions*
Engagement assessment	<ul style="list-style-type: none"><li>• Assess employee engagement in sustainability by including key questions in a staff survey. <i>OckiPro provides a template questionnaire that can be used to assess levels of employee engagement in sustainability.</i></li><li>• Based on the results, identify priority actions to inform employees about your sustainability strategy and to supplement current engagement activities, for example, a dedicated staff update, lunch &amp; learn or training for key groups.</li></ul>

## Preparing

### Strengths

- Anoni Moose has a clear view of priority issues for its organisation
- The organisation has assessed the role of different functions and worked with them to identify the role that they can play in delivering the organisation's sustainability and how teams can work together

Priority issues	Examples of recommended actions*
Engagement planning	<ul style="list-style-type: none"> <li>• Based on the priority actions identified by the employee sustainability engagement survey recommended in the planning stage, map out the key steps, targets and milestones to launch your engagement plan. <i>OckiPro's template Engagement Planner can help to list all actions, prioritise, set targets and milestones.</i></li> </ul>
Messaging	<ul style="list-style-type: none"> <li>• Start collecting information or data on the impact of engagement initiatives on sustainability, for example, feedback from training sessions or numbers of readers of sustainability articles on the company intranet.</li> <li>• Review the information collected. This can help to identify what triggers or motivates employees to take action on sustainability and the issues that matter to them.</li> </ul>

## Acting

### Strengths

- Anoni Moose has worked to remove process barriers to action and is constantly reviewing where company processes may limit employees' ability to act sustainably
- The organisation actively communicates sustainability progress, ensuring communications are as open and transparent as possible

Priority issues	Examples of recommended actions
Sustainability and learning & development	<ul style="list-style-type: none"> <li>• Conduct a review of where training is already integrated to identify what works and what could be improved, for example, if you are already running sessions for new starters as part of the induction.</li> <li>• Work with HR or Learning &amp; Development to identify additional ways for sustainability to be integrated into existing training, such as leadership training or the induction for new starters.</li> </ul>
Sustainability training for all	<ul style="list-style-type: none"> <li>• Include a question on sustainability training in the organisation's employee engagement survey to identify who has received training. <i>OckiPro's template includes this.</i></li> <li>• Map existing training initiatives to understand the employee groups reached to date, for example, specific functions or levels, and how that correlates with your priority departments and functions.</li> </ul>
Action-oriented information	<ul style="list-style-type: none"> <li>• Develop an engagement checklist and review all engagement activities against it to ensure they clearly highlight how employees can get involved and what actions they should take.</li> </ul>
Employee-led participation	<ul style="list-style-type: none"> <li>• Ensure that any communications on sustainability, such as intranet updates, include suggestions for what employees can do to support the organisation's sustainability initiatives.</li> </ul>
Sustainability communication	<ul style="list-style-type: none"> <li>• Work with your executive team and board members to introduce a sustainability update on to the agenda for regular employee updates, for example, regular all-staff update on company progress.</li> </ul>

## Embedding

### Strengths

- Anoni Moose is alert to the need to embed its sustainability strategy more thoroughly and is keen to identify additional actions it can take to achieve that

Priority issue	Examples of recommended actions*
Embedding sustainability in roles	<ul style="list-style-type: none"> <li>• Work with Internal Communications to profile sustainability champions and how they work, providing inspiration on what working more sustainably looks like for key functions.</li> </ul>
Using sustainability leads	<ul style="list-style-type: none"> <li>• Ensure sustainability leads have the knowledge they need to present and answer questions on the organisation's sustainability strategy and its impact for different functions.</li> </ul>
Engaging hard-to-reach groups	<ul style="list-style-type: none"> <li>• Work with department heads, senior managers, HR and internal communications to tailor engagement activities to different functions, ensuring their specific questions and functional challenges are addressed.</li> </ul>
Reward and recognition	<ul style="list-style-type: none"> <li>• Work with internal communications to highlight sustainability successes and ensure individual efforts are celebrated on the company intranet.</li> <li>• Work with HR and senior management to introduce a sustainability category to any existing employee awards schemes.</li> </ul>
Engagement tracking	<ul style="list-style-type: none"> <li>• Identify the key engagement metrics from employee engagement surveys that will help you track engagement over time. <i>OckiPro's instructions to accompany its template employee engagement survey suggest a number of useful measures to track.</i></li> </ul>
Refining training	<ul style="list-style-type: none"> <li>• Map existing training against your materiality assessment to ensure it covers all issues that are material to the organisation. <i>OckiPro's Get the Knowledge Insights is a useful resource to help fill gaps on issues from water use to human rights.</i></li> </ul>
Horizon scanning	<ul style="list-style-type: none"> <li>• Research and participate in sustainability-related networks and events helping you to stay up to date with developments in the field. Try to identify whether competitors or key customers are also members of these networks, ensuring you hear about issues at the same time as your stakeholders.</li> </ul>

## Measuring

### Strengths

- Anoni Moose works closely with employees to understand the issues that are important to them and how they can make a difference on those topics in their role, helping to drive engagement
- The organisation also actively collects and uses data to track progress against its sustainability targets and the impact that its actions have on all key stakeholders

Priority issues	Examples of recommended actions*
Process integration	<ul style="list-style-type: none"><li>● Work with senior management to review key business processes to identify whether sustainability is appropriately incorporated, for example in the business plan, investment case templates, procurement questionnaires or travel policies.</li></ul>
Financial impacts	<ul style="list-style-type: none"><li>● Work with finance to identify financial implications of sustainability initiatives, for example energy saving costs.</li><li>● Use the financial metrics to measure the impact of sustainability pilots, helping to prioritise actions that should be rolled out more widely.</li></ul>

\* These are just a sample of the recommended actions provided based on how organisations respond to the diagnostic questions and statements.

To find out more about OckiPro's Diagnostic Tool click [here](#) or get in touch via [info@ockisustainability.com](mailto:info@ockisustainability.com).