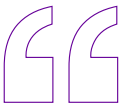




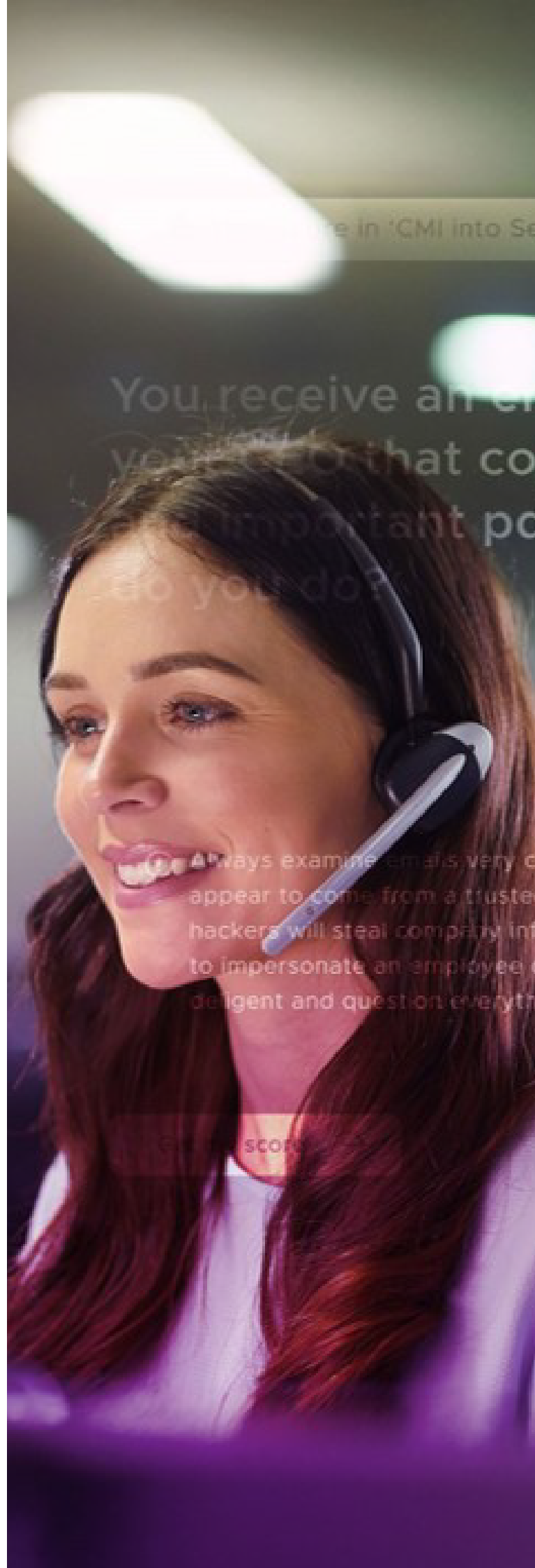
→ Communicating Clever Nelly Guide

WHY COMMUNICATION

The true benefits of Clever Nelly are realised when employees fully understand why it is being introduced, the impact it can have, along with their role in achieving it.

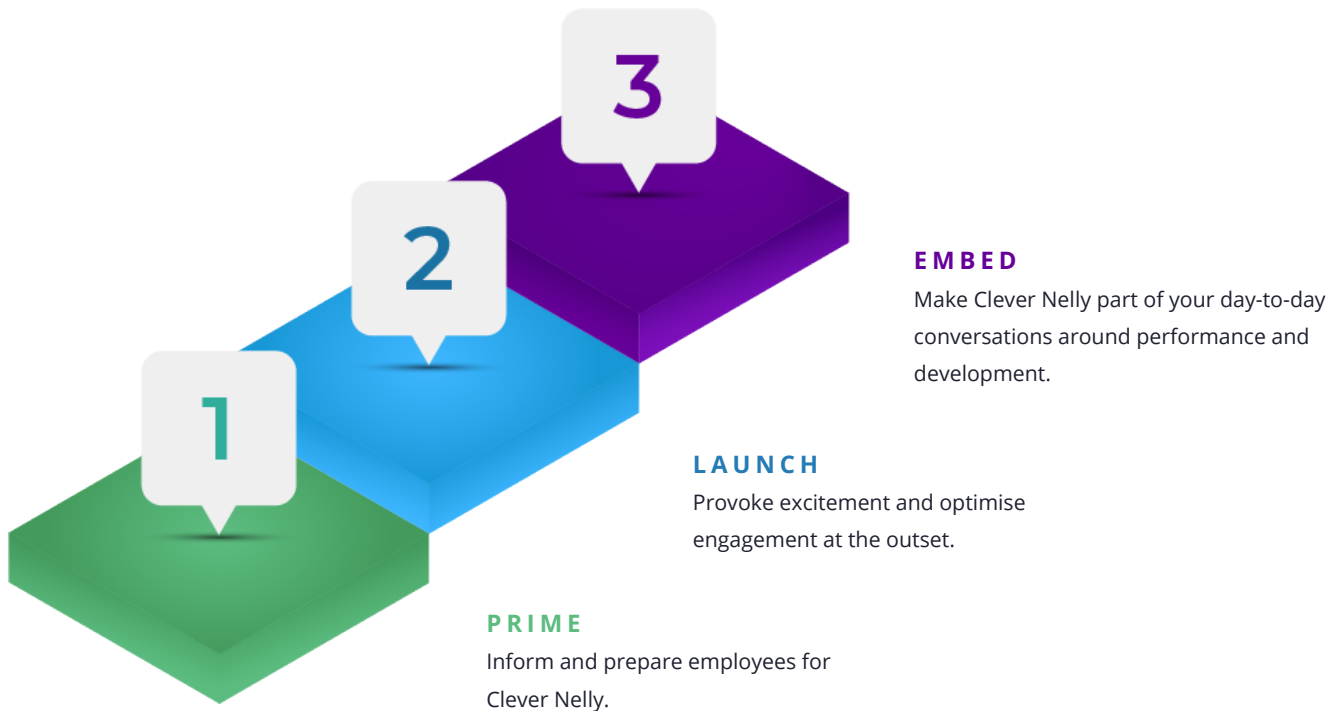


*"Clear and consistent communication around Clever Nelly can make the investment up to **4x more likely to succeed.**"*



WHAT IS THE COMMUNICATION STRATEGY FOR CLEVER NELLY?

Elephants Don't Forget have a tried and tested communication strategy for successfully launching Clever Nelly in your organisation, maximising engagement from the outset, and gaining buy-in and momentum across your employees.



1 PRIME

We support you to get your employees primed for the launch of Clever Nelly in your organisation by co-creating a compelling story and providing pre-launch communications.

CLEVER NELLY COMPELLING STORY

Stories change the way we *think, act & feel*. A short story resonates more than the instruction to *'just do something'* and is a powerful way to land change and influence performance.

We work with you to create your own compelling story for introducing Clever Nelly, based on your context and 'why' messaging. It will inform your employees what is expected of them and the potential impact of its success.

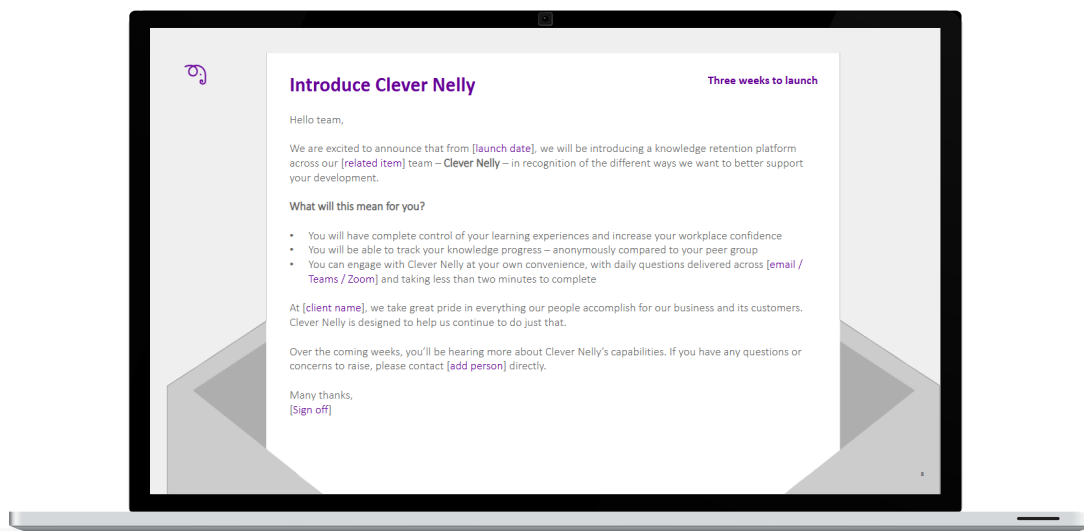
The compelling story can be delivered across multiple mediums and should come from senior stakeholders for maximum impact.



PRE-LAUNCH COMMUNICATIONS

Alongside your compelling story, we will also support you in priming your employees, through various communication channels including **priming emails, infographics and other digital media** to allow for a multi-media strategy.

We also recommend creating **open forums** to allow employees to ask questions and raise any queries.



USE OUR DIGITAL MEDIA TO:

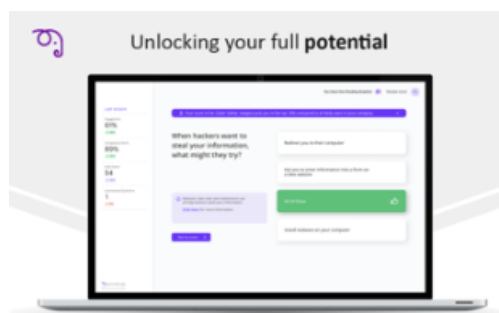
- ✓ Put up posters
- ✓ Display on email banners
- ✓ Share on TV Screens around the office
- ✓ Use as MS Teams backgrounds

CREATE OPEN FORUMS VIA COMMUNICATION CHANNELS TO:

- ✓ Provide the opportunity to ask questions
- ✓ Dispel any myths or challenges
- ✓ Reinforce the compelling story

TOP TIP:

To ensure your pre-launch communications land effectively and with impact, where possible, aim to include as many Senior leaders and sponsors as possible, this is where we see the greatest successes.



In 48 hours, knowledge retention drops to just 40% after team training in the absence of retention methods; Clever Nelly is the solution.*

How is Clever Nelly delivered?



Applying spaced learning, repetition and continual assessment, Clever Nelly offers the strongest strategy to learning and retaining training content, working with you on a one-to-one basis in the flow of work. On average, this takes less than **1 minute 47 seconds** per day.

What drives Clever Nelly?



Clever Nelly's AI addresses subject areas where each employee demonstrates competency or knowledge fade, adjusting the quantity and content of interventions in real-time based on the needs of each user to **automatically repair gaps**. You could receive between two and five daily questions.

You're in good company...



93% of employees agreed that they felt their knowledge had improved since using Clever Nelly, whilst 95% felt better able to identify the aspects of the role where they required further support.



PROVOKE EXCITEMENT & OPTIMISE ENGAGEMENT AT THE OUTSET

By Launch Day, your employees should already be primed and excited for the arrival of Clever Nelly. Your Launch Day is an opportunity to generate buzz and reinforce the messaging in a fun and creative way.

We've worked closely with our customers to design engaging, interactive launch events. Some of our fantastic customers have even created their own using our [Clever Nelly Merchandise](#).

Below is a snapshot of some creative launch ideas you can use as inspiration - customise them to suit your organisation or industry.

The most important thing is to have fun!

PREVIOUS LAUNCH INITIATIVES:

- ✓ Wear Purple
- ✓ Put up Nelly posters
- ✓ Conduct a Nelly raffle
- ✓ Offer Nelly themed cupcakes/biscuits
- ✓ Play elephant related boardgames e.g., Doughnut
- ✓ Hold an elephant-themed quiz
- ✓ Share elephant jokes
- ✓ Draw the best elephant competition
- ✓ Write a Nelly poem or song
- ✓ Play Where's Nelly (like *Where's Wally*)
- ✓ Play Nelly on the Telly (think Elf on the Shelf)
- ✓ Ask a Stakeholder to dress up in an elephant costume!



Once Clever Nelly has been launched in your organisation; to realise the full benefit and optimise its performance, it is important to ensure it is embedded in the day-to-day operation as well as communicating the key milestones in the journey.

EMBEDDING NELLY INTO DAY-TO-DAY OPERATIONS

Below are some examples of strategies our customers have used to successfully embed Nelly into their day-to-day operations:

- ✓ Include Nelly in 1-2-1's and performance and development conversations
- ✓ Provide shareable insights into the data across question categories or groups
- ✓ Recognise the high engagers
- ✓ Encourage friendly competition (see Nelly trophy below)
- ✓ Provide opportunities to become Nelly Champions or SME's on question categories that contribute to the success and ongoing performance of the tool
- ✓ Ensure Leaders and Managers role model high engagement and advocate the tool, as well as regularly reviewing the dashboard and actioning any insights
- ✓ Include Nelly in internal communications such as Newsletters
- ✓ Include Nelly performance (both engagement and competency) as part of individual objectives or KPIs
- ✓ Capture new joiners and use Nelly to support their onboarding



Golden Nelly trophy awarded to the monthly top performer at REID Lifting



Engaging with people



Creating a culture of accountability



Celebrating success

THE ROLE OF MANAGERS & TEAM LEADERS

It is critically important that Managers and Team Leaders communicate regularly with their teams about the value of Clever Nelly and the impact it is having. This requires them remain close to their Clever Nelly data by regularly accessing their dashboard and supporting team members where required. They also have a role to ensure insights are actioned through coaching or training as well as providing recommendations on question sets based on low competence or under performance.

Both Managers and Team Leaders will receive comprehensive training on navigating the Clever Nelly Dashboard and reporting suite, along with top tips on interpreting the data. This will allow them to support at both an individual and team level.



ENGAGE YOUR PEOPLE

Make sure you engage your teams and connect them with 'the why'.



WALK THE TALK

Positive role modelling and leading by example will help drive engagement.



KEEP YOUR FINGER ON THE PULSE

Keep close to the conversations and check-in with teams regularly.



CREATE PERMISSION

Create space for people to answer questions as an important part of their day.



CELEBRATE SUCCESS

Acknowledge and celebrate high performers (engagement and scores).



CONNECT TO THE CUSTOMER

Focus on customer outcomes and data and share any positive improvements.



CREATE A CULTURE OF ACCOUNTABILITY

Set clear expectations, provide support and manage any low engagement by having the right conversations, at the right time.

COMMUNICATING THE KEY MILESTONES

To maintain engagement and ensure that you are optimising the value you get from Nelly, it is important to provide communication around the key milestones in your journey.

We recommend and provide communication templates around the following milestones:

- ✓ **2 weeks post-launch**
- ✓ **4 weeks post-launch (for non engagers)**
- ✓ **6 weeks post launch** – to advise that the AI is kicking in and employees will start to receive questions personalised to their individual knowledge profile.

After 3 months of implementing Nelly, you will receive your 90-day diagnostic, giving you actionable insights into the competency and potential knowledge gaps of your employees.

Data insights should be shared periodically to celebrate success in both engagement and competency.

We recommend communicating:

- ✓ **At any time** – introduce new question categories, new groups or teams, new features, celebrate successes.
- ✓ **Quarterly (in month 3, 6 and 9)** – celebrate the greatest improvements in competency and engagement.
- ✓ **After 12 months** – Provide data insights from the previous 12-month period and revisit the compelling story along with introducing any new success measures for the 12 months ahead.

