

# “One Thousand Ideas” Portal

Company C<sup>1</sup> employees proactively contribute to the company’s strategy through their “One Thousand Ideas” Portal, allowing employees to propose, select, and implement ideas to drive business success and employee engagement.

**Company Snapshot**

**Industry:** Financial Services

**Employees:** 5,000–15,000

**Revenue:** US\$5 B–US\$10 B

**Global Reach:** European firm with operations in Africa, Asia, and Europe

## CHALLENGE

Employees typically have few opportunities to contribute to the success of the business in a significant, tangible way, which inhibits employee engagement.

## SOLUTION HIGHLIGHTS

To drive employee engagement, Company C uses its “One Thousand Ideas” portal to source innovative ideas from employees about how to improve the business, implementing ideas the employee population supports. The portal engages employees while improving business success because the idea selection process is:

- 1. Employee Driven**—The broad employee population determines the best ideas through peer voting. Submitted ideas are posted on the portal and rated by visitors to the site. All employees can view, vote, and comment on submitted ideas.

Authors of the ideas with the most votes provide detailed guidance to help the organization select ideas for implementation via the Idea Enhancement Form.

### Idea Enhancement Form

*Illustrative*

**Summary:** Health insurance for pets  
 Author: João Garcia  
 Brief Description: Establish new product offering health insurance to pet owners.

**1. SWOT Analysis**

*Strengths:* The company has existing knowledge of health insurance via its current product offerings for humans.

*Weaknesses:* Limited knowledge of the nuances of animal health care

*Opportunities:* Health insurance for pets is an emerging, untapped market

*Threats:* Interest in this product is growing, and competitors are likely to enter the market in the future.

- 2. Visible and Credible**—Company C visibly demonstrates how and when ideas are implemented, which brings credibility to the process. Employees whose ideas are implemented are publicly recognized.

## Additional Information

CLC HR members can access the “One Thousand Ideas Portal” for the full case profile.

Not a member? [Contact us](#) for more information.

<sup>1</sup> Pseudonym.

Source: CLC Human Resources, *Building Engagement Capital: Creating and Leveraging Sustainable Engagement*, Arlington, VA: The Corporate Executive Board, 2011.