

# Why Listening to your Employees is the Key to Successful Business Transformation and Change

With change and uncertainty happening at a pace and magnitude never seen before, organizations are faced with the challenge to transform, adapt and simultaneously deliver rapid results and sustainable growth in an increasingly competitive environment.

Embarking on a change journey, however, is not a simple task: [more than two-thirds of company transformation and change fail according to a recent McKinsey & Co survey](#) - all while employees are under increasing pressure to perform and manage the ongoing anxiety of uncertain economic times.

So what can organizations do to ensure their transformation and change initiatives improve business performance, and support a workforce to sustain those improvements over time?

Putting employees at the center of a transformation efforts provides a **70% higher** transformation success rate.

## Tracking and Supporting Employee Engagement can Power Change

To enable this shift, organizations must take a proactive approach to transformation and change. This requires understanding the needs of your people in real-time, so you can take your employees on a journey towards growth. Together with a well-designed program to promote employee behavior and collaboration, not only energize an organization's workforce, but also become an essential element of any successful change or program.



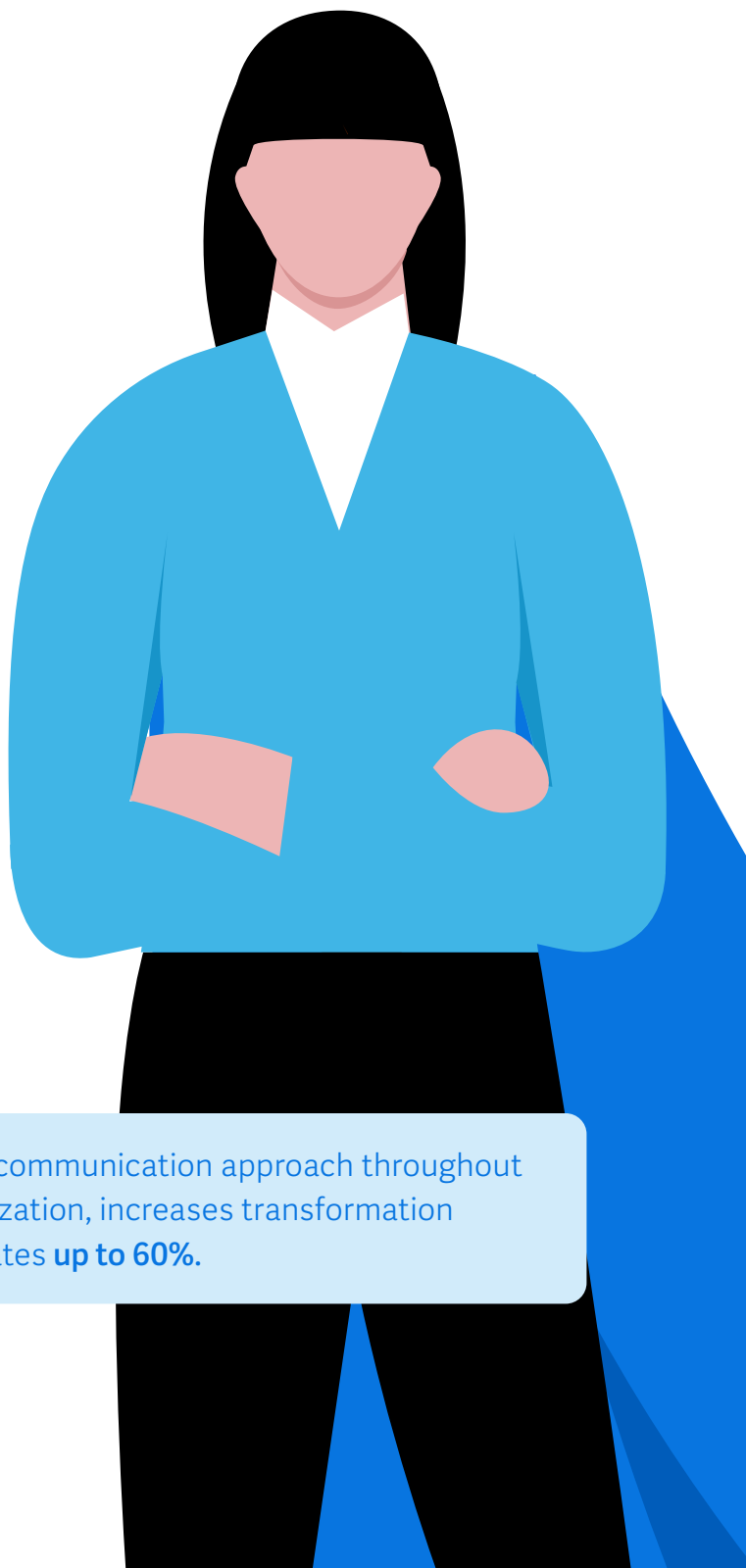
## Turn your Transformation into a Competitive Advantage

With Workday Peakon Employee Voice, organizations are provided with a dedicated Transformation and Change question set designed to support the ongoing execution of your change initiatives, and the sustained move to new behaviors.

Whether it's a large-scale, planned organizational transformation or smaller change program that happens overtime - you can measure your employees' perceptions of how well change is planned, managed, and communicated - across all levels of your organization. Uncover key areas that need support, dig deeper with confidential two-way conversations and take targeted action to promote successful outcomes.

### Benefits

- Empower your leaders with timely feedback and insights so they can take preventative action, evaluate the impact of their actions, and set up their teams for success
- Foster an environment of continuous feedback, so you can build trust during times of uncertainty and change to ensure all employees' voices are heard
- Improve business performance and reduce business risk by taking a proactive approach to uncover key focus areas, address challenges and adjust your implementation plans to drive effective change
- Track and measure the impact of transformation and change on engagement and other key people metrics, in order to understand the ROI of specific initiatives



A holistic communication approach throughout the organization, increases transformation success rates **up to 60%**.

## An In-Depth Methodology Backed By Organizational Psychology

Our approach to Transformation and Change is structured around four key employee concepts to drive the success of change, and support employee engagement at work. Based on organizational psychology includes one main outcome question and seven optional drivers centered on change communication, involvement/voice in change, planning and resources to

facilitate change, and belief in change success/value. We enable you to design your continuous listening strategy through a singular flexible survey experience to measure how specific events and initiatives impact your people—without burdening your employees with multiple time-consuming surveys.



### Transformation and Change

Organizational transformation and change is managed well at [your organization]



### Belief in change

Do employees feel the planned transformation and change generally contributes to the future success of the organization?



### Communicating change

Do employees feel they are kept informed on the status of organizational transformation and change activities?



### Considering risks

Do employees feel the impacts and risks are properly considered?



### Impact on role

Do employees feel they are kept informed about how organizational transformation or change will affect their role or work?



### Individual input

Do employees feel encouraged to share their views on any changes or transformational activities that happen at the organization?



### Leading through change

How confident employees feel that leaders make the right decisions so that organizational transformation and change is successful?



### Rationale for change

Do employees feel the reasons for organizational transformation and change are well communicated?



### Resources and support

Do employees feel their team has the right resources and support during ongoing organizational transformation and change?

Learn more about how Workday Peakon Employee Voice can support Transformation and Change in your organization. Contact us today: [workday.com/employee-voice](https://workday.com/employee-voice).



+1-925-951-9000 +1-877-WORKDAY (+1-877-967-5329) Fax: +1-925-951-9001 [workday.com](https://workday.com)

©2021. Workday, Inc. All rights reserved. Workday and the Workday logo are registered trademarks of Workday, Inc. All other brand and product names are trademarks or registered trademarks of their respective holders.  
20220301-transformation-and-question-set-enus