

# Acts of Appreciation.

Final presentation | 2B | 23 May 2022

# Hello.



**Bhuvana**



**Chloe**



**Kaisa**



**Topi**

# Agenda

- Introduction
- Project context
- Maija's story
- Project brief
- Problems seen
- Our proposal
- Recap

# Project Brief.

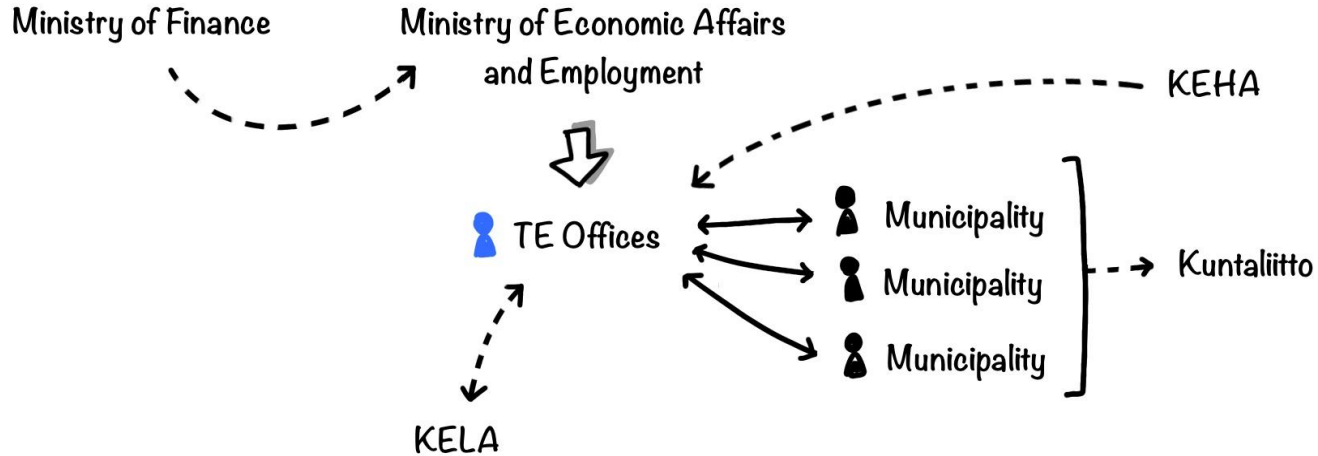
## Ensuring the success of the TE2024 reform



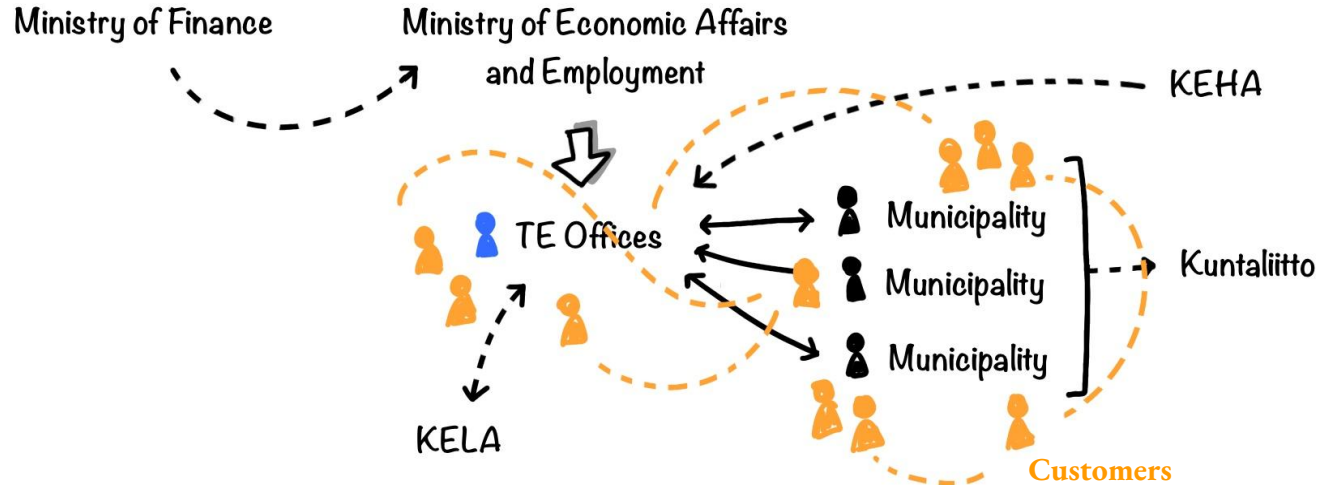
# Project Brief.

Ensuring the success of the  
TE2024 reform,  
by focusing on the needs of  
the public servants.

# Project Context.

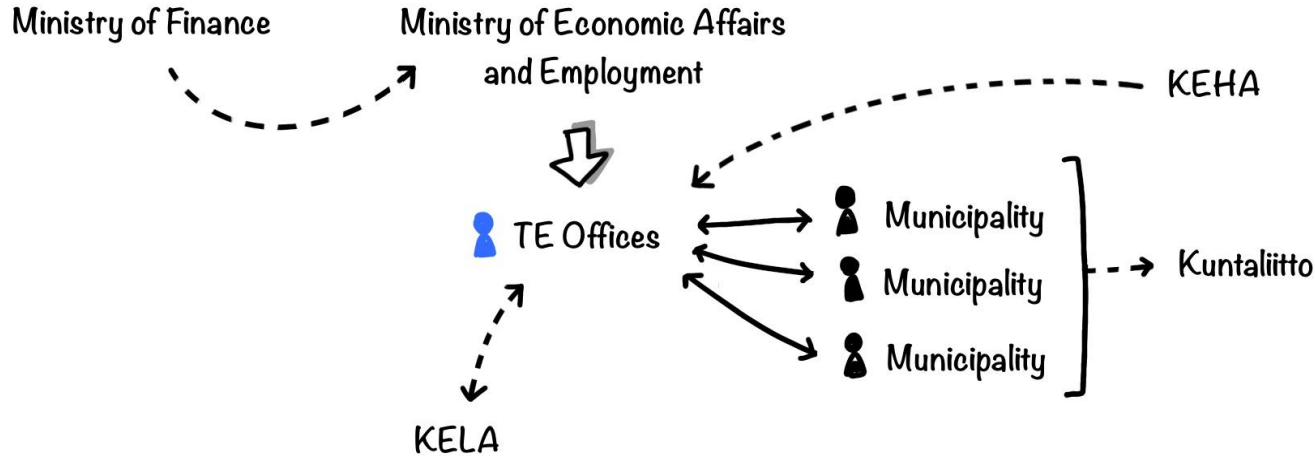


# Project Context.



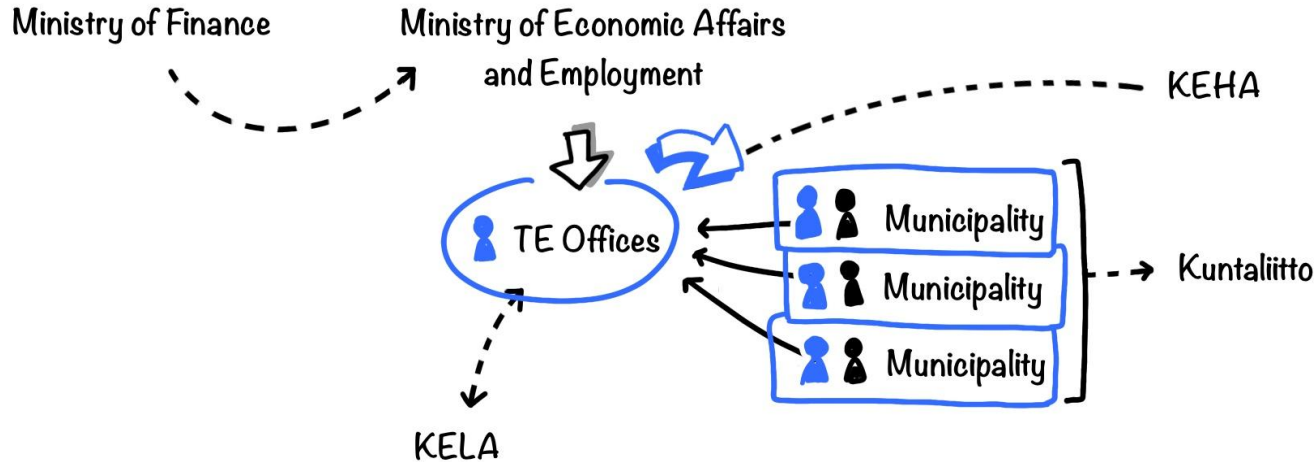
# Project Context.

After TE2024



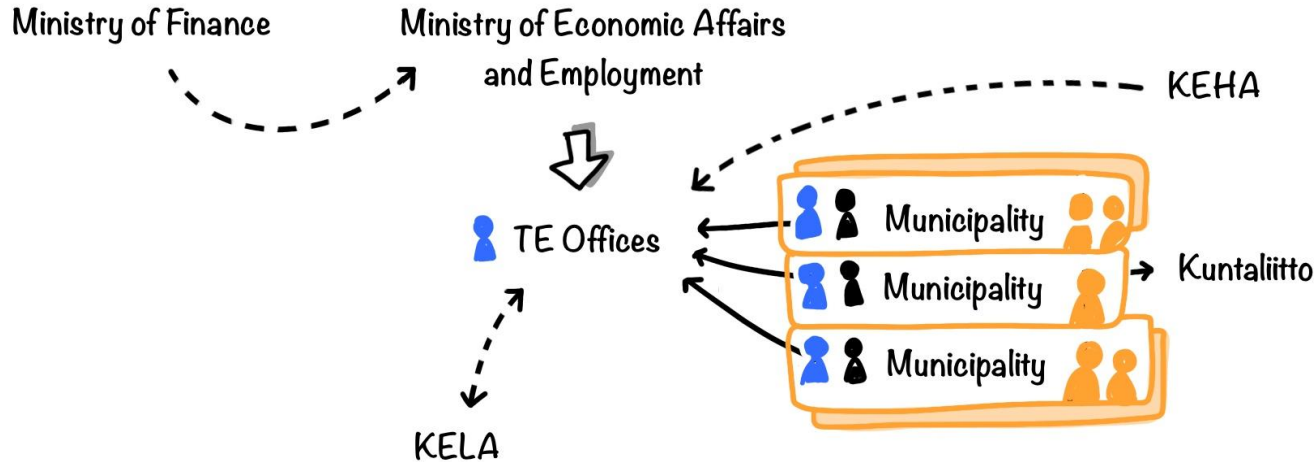
# Project Context.

After TE2024

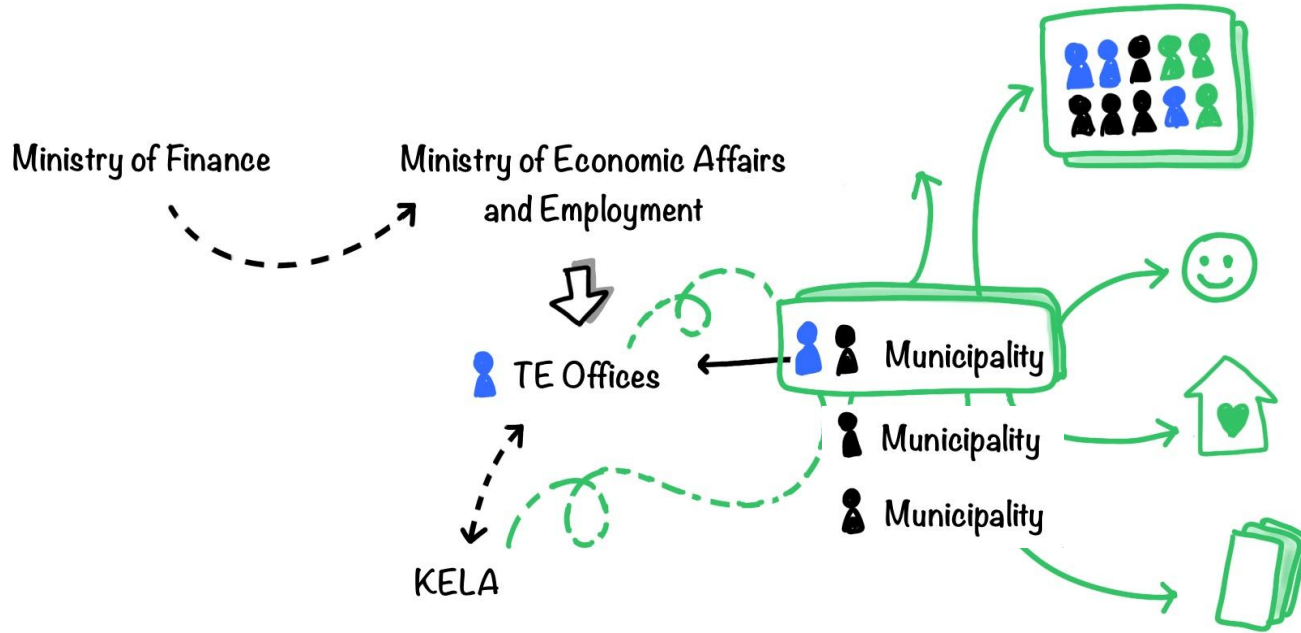


# Project Context.

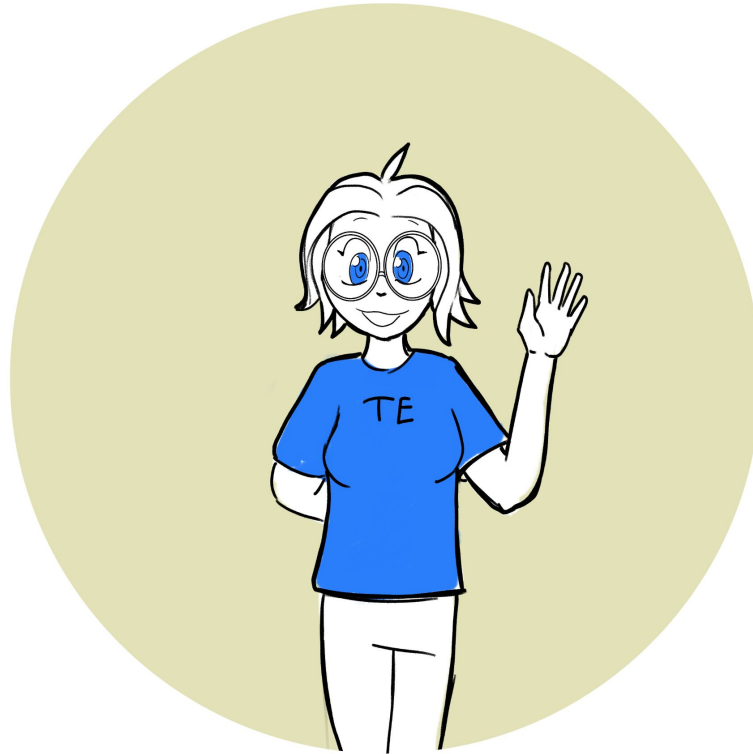
After TE2024



# The **overall** reform landscape.



# The story of a caseworker, Maija.

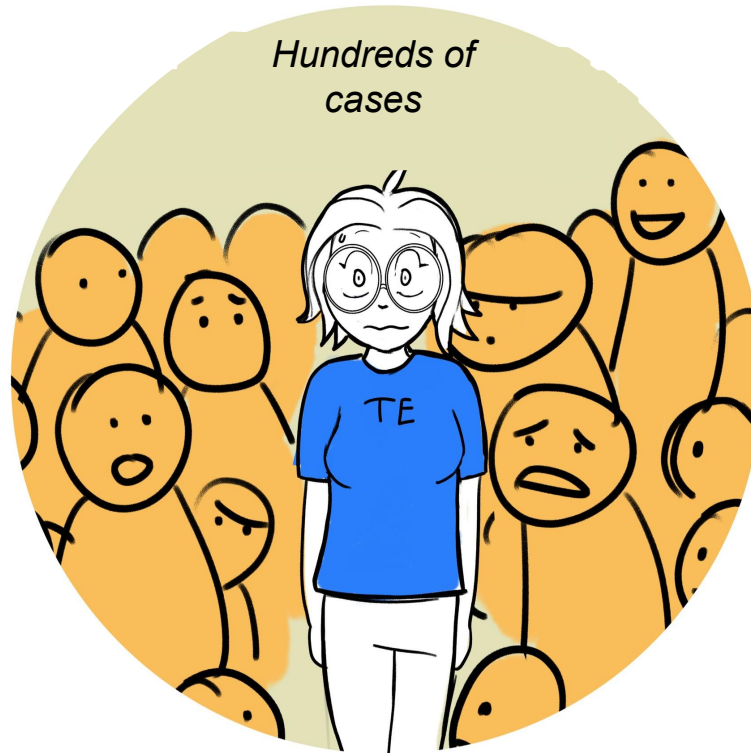




# The story of a caseworker, Maija.



# The story of a caseworker, Maija.



# However,



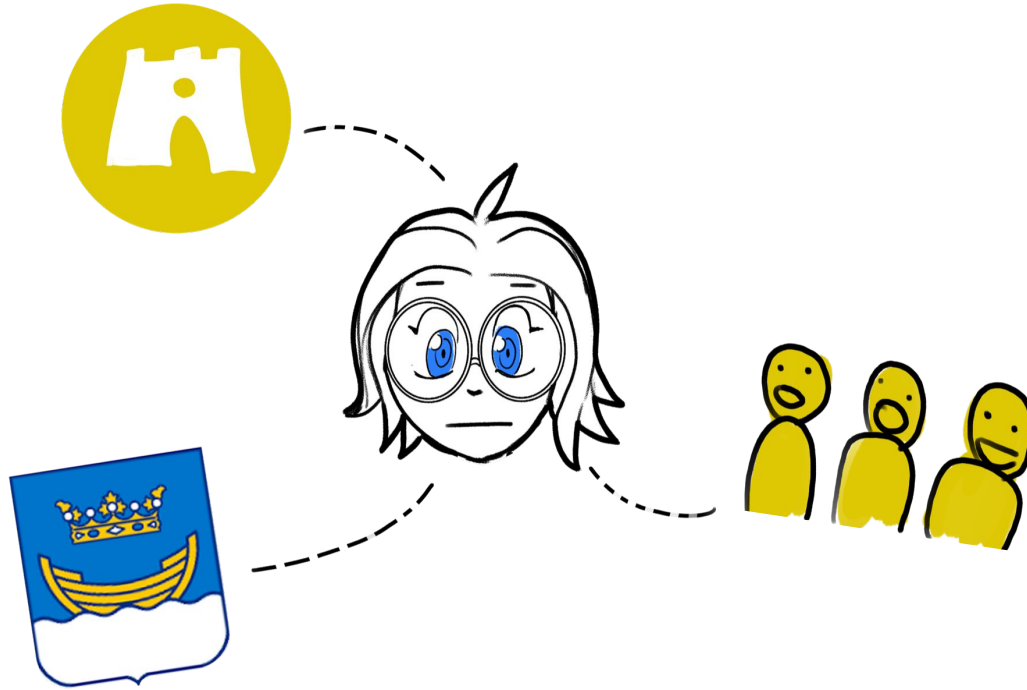
Maija wants to provide the best possible customer service but

# However,



Maija wants to provide the best possible customer service but **feels overwhelmed and burnt out.**

# The story of a caseworker, Maija.



*“If I had a **magic wand** over the reform, I would make sure all the solutions are thoroughly scrutinized and all workers have no more than **50 clients.**”*

*- KELA employee Helsinki*

*"Some [jobseekers] don't  
believe in the system  
and advice and then we  
need to do the  
**psychological work**  
with them."*

*- TE employee Espoo*

# This results in..

Caseworkers are stretched thin working on so many cases every single day.



Work is currently measured in *Quantity* >> *Quality*.



# This results in..

Employees are burnt out,  
undervalued and  
under-appreciated.  
Resulting in high  
employee churn.

Caseworkers are  
stretched thin  
working on so many  
cases every single day.



Work is currently  
measured in  
*Quantity >> Quality.*

# Which impacts everybody.



**Collaboration** and **rapport** with other stakeholders in the system.

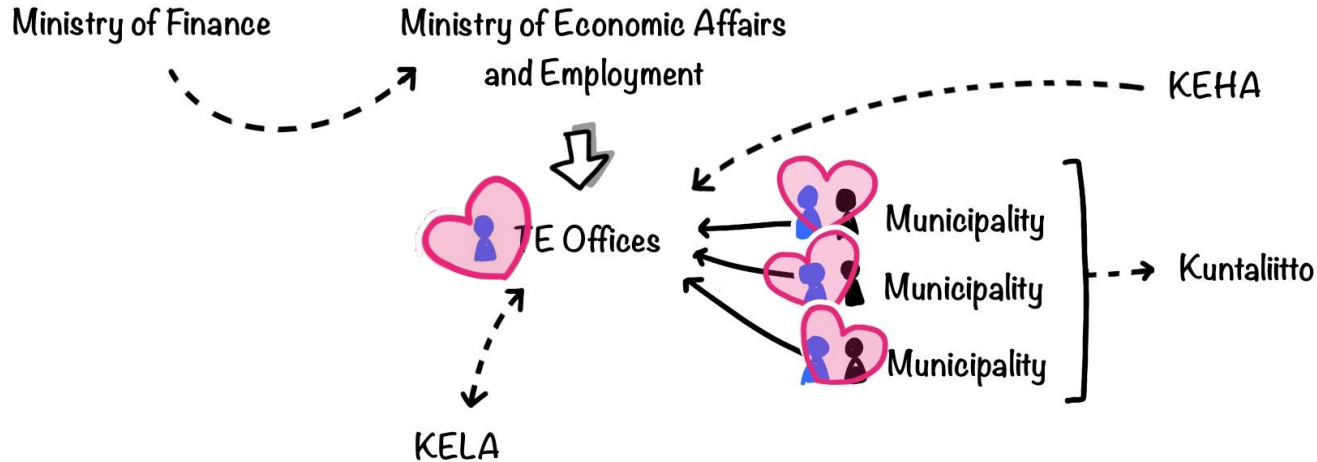


Being **overworked**, feeling **undervalued** and working under pressure.



Overall **customer experience** and success of the reform.

# Maija(s) are the **heart** of a successful reform.



# **(Reframed) Project Brief.**

**Ensuring the success of the  
TE2024 reform,  
by helping municipalities making  
their employees valued**

## **(Reframed) Project Brief.**

**Ensuring the success of the  
TE2024 reform,  
by helping municipalities making  
their employees valued and  
introduce a culture of appreciation.**

# Our proposal.

## Acts of appreciation

# Our proposal.

Acts of appreciation A **toolkit** for municipalities to envision the new reform as an organization that moves from burnout to generating an appreciative culture that values caseworkers.

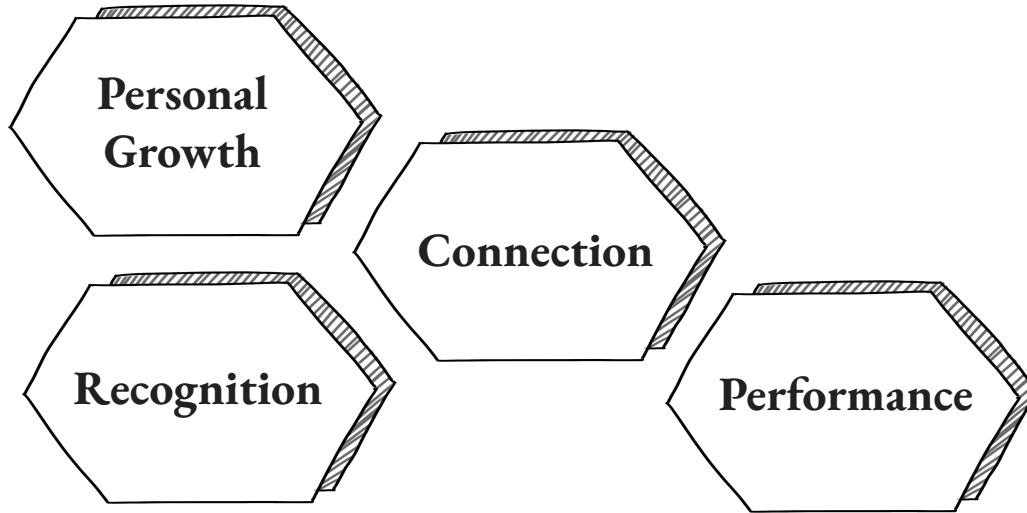
# Our proposal.

Acts of appreciation A **toolkit** for municipalities to envision the new reform as an organization that moves from burnout to generating an appreciative culture that values caseworkers.

Thereby, supporting the success of the TE2024 reform.



# But, what is an *Appreciation Culture*?



Source: Pace  
University, 2022

# But, what is an *Appreciation Culture*?

## 2 Creating cultures of appreciation: Organisational innovation through employee well-being

TONY GHAYE AND EWA GUNNARSSON

### Abstract

This chapter is about developing a high road strategy for improving organisational innovation through employee well-being in the financial sector. It reports part of an on-going four year action research project conducted by a Nordic university in collaboration with a bank. It concludes by suggesting that even in times of crisis, organisations can be innovative if they invest in building cultures of appreciation.

### Keywords

Culture of appreciation, well-being, innovation, reflective conversation.

### A winter's tale 2009

We are writing this chapter with the words of the 44<sup>th</sup> US Presidential Inauguration speech, by President Barack Obama (January, 2009), ringing in our ears. He said, "Our challenges may be new. The instruments with which we meet them may be new. But the values upon which our success depends, hard work and honesty, courage and faith, tolerance and curiosity, loyalty and patriotism, these things are old. These values are not demanded then is a return to these truths. What is required of us now is a new kind of citizenship, a new kind of leadership. It is a call to the best of all Americans, to join together, to stand as one, to work as one, to move as one, to rise as one, to live as one, to dream as one. In this statement we find words of hope and responsibility." In this statement we find words of hope and responsibility. Wall Street executives taking

Entrepreneur

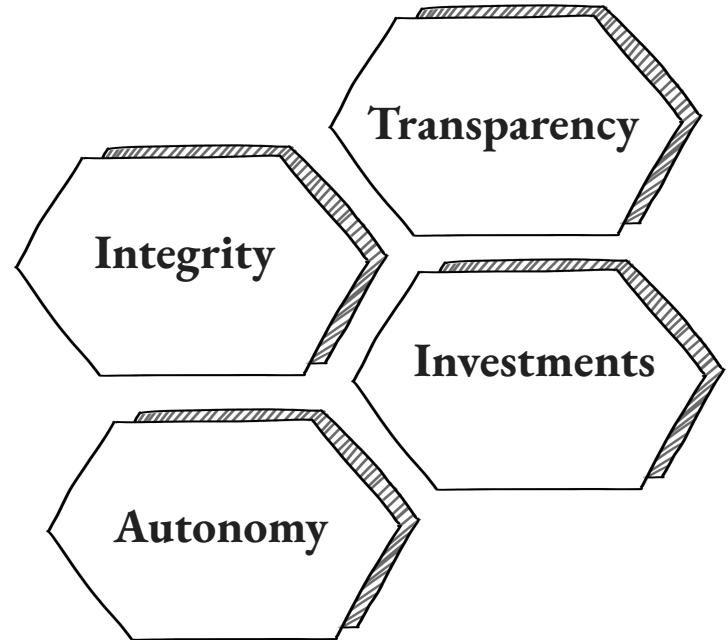
## The 4 Pillars of Employee Appreciation

People want respect, not pastries.

By Ben Erwin March 30, 2020

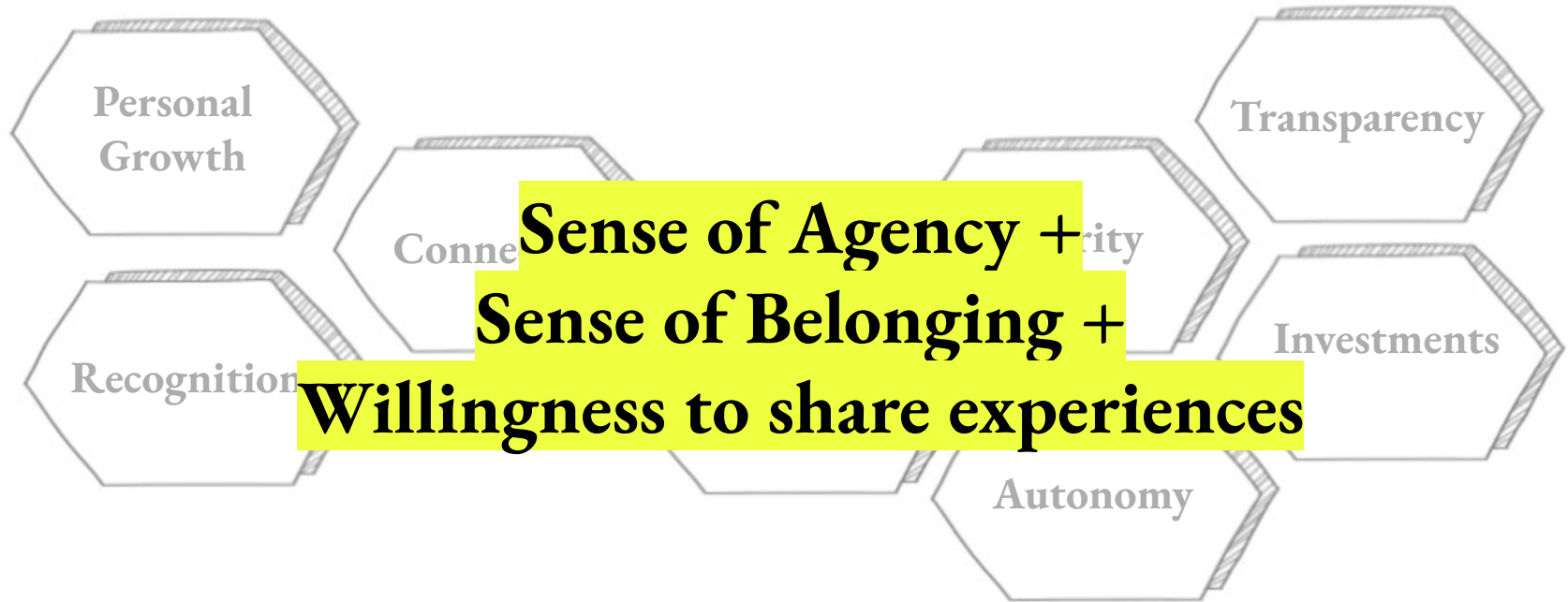
Opinions expressed by Entrepreneur contributors are their own.

Employee Appreciation Day needs an overhaul. Free pastries once a year do not actually make anyone feel appreciated, let alone respected. And respect is what really drives success for an organization. It's my goal as a leader to show my employees respect day in and day out. When your team knows you trust and value them, they're going to feel more confident and fulfilled. Why limit those efforts to one day per year? Employee Appreciation Day is simply not enough.



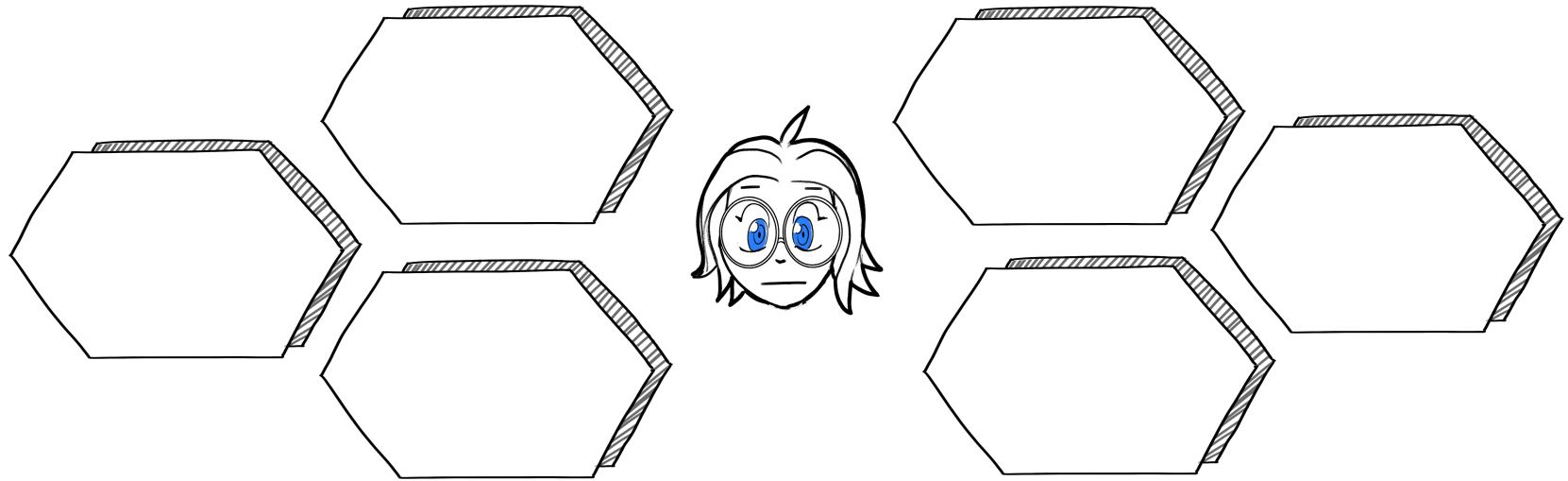
Source: Ghaye & Gunnarsson, 2009

# But, what is an *Appreciation Culture*?

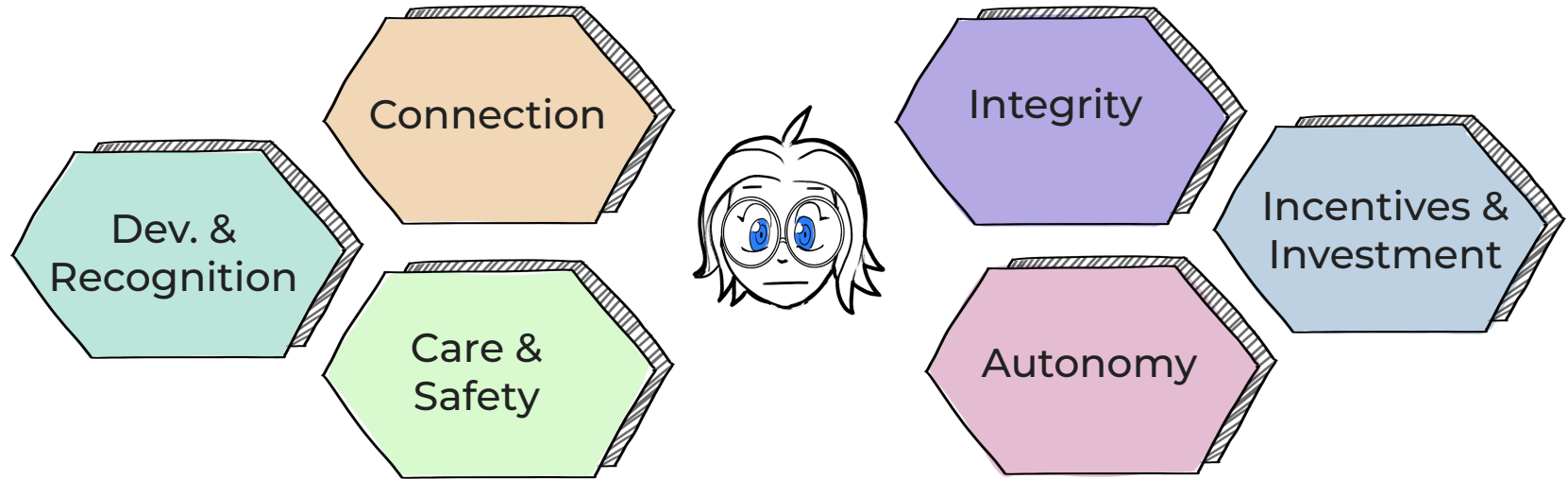


Source: Ghaye &  
Gunnarsson, 2009

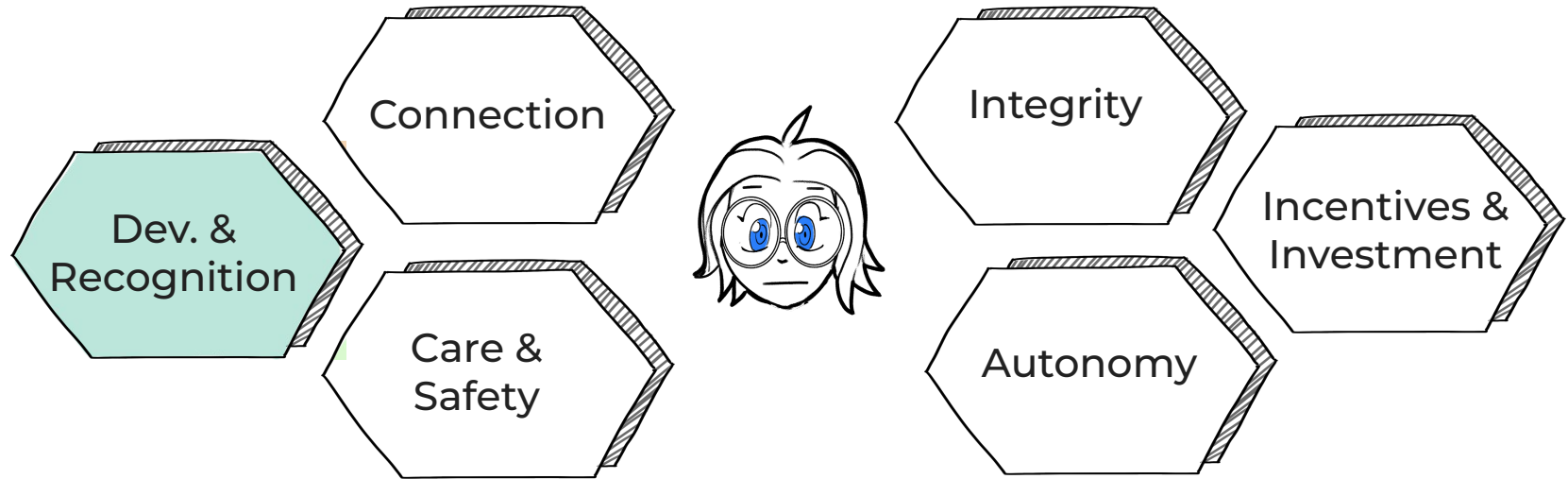
# Appreciation themes for TE employees.



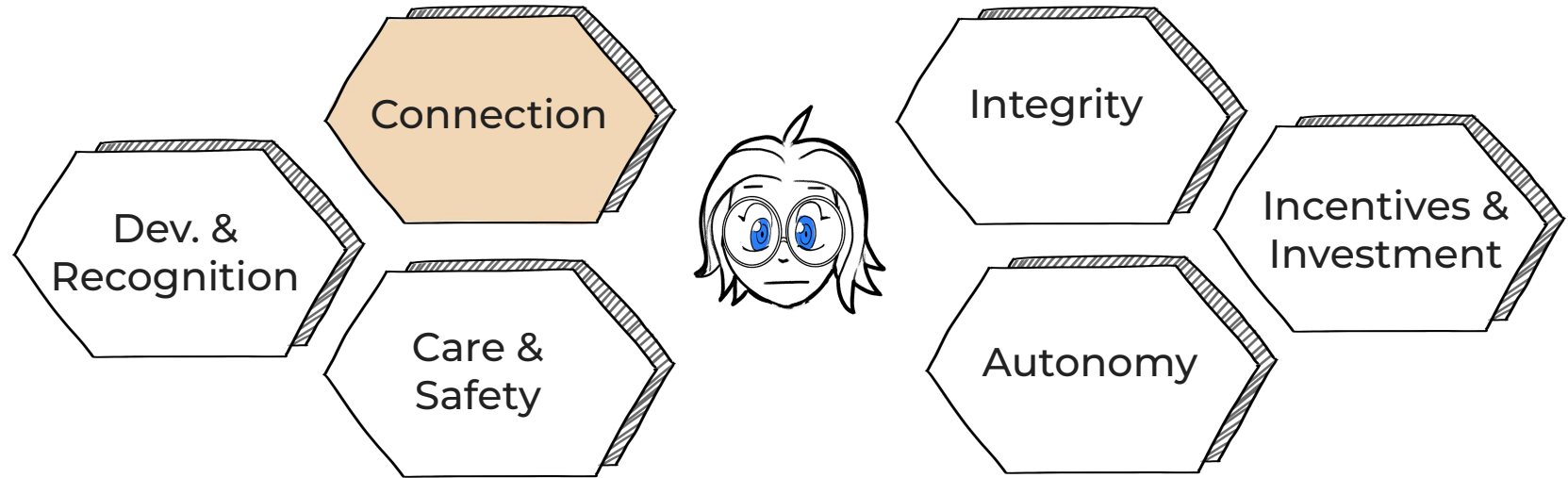
# Appreciation themes for TE employees.



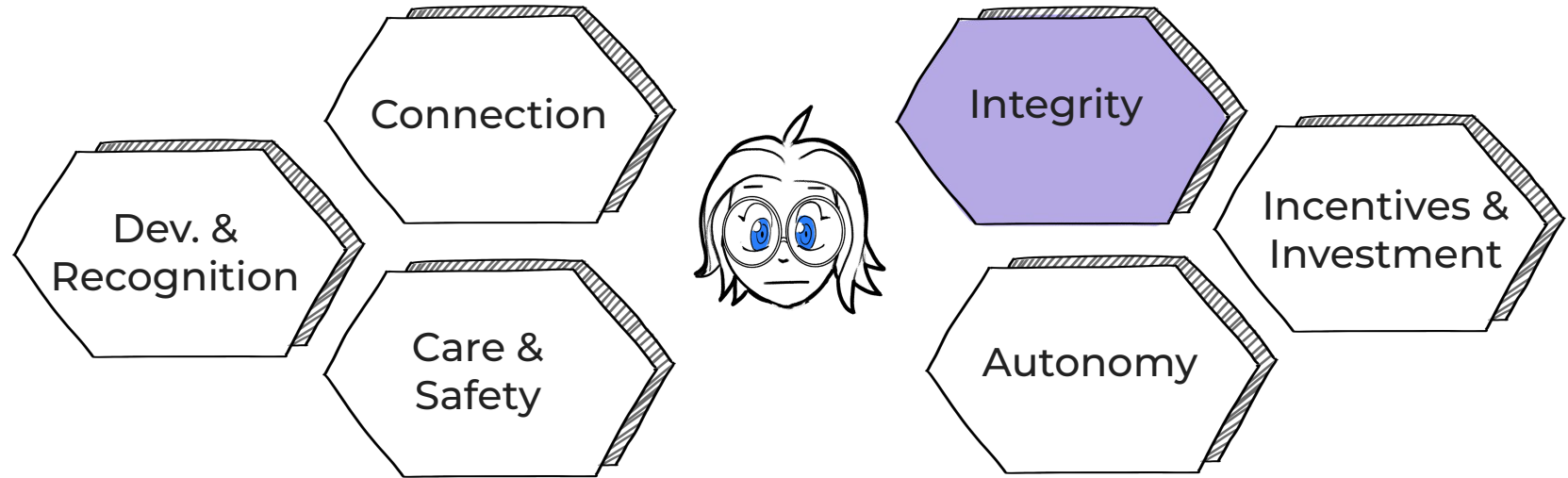
# Appreciation themes for TE employees.



# Appreciation themes for TE employees.

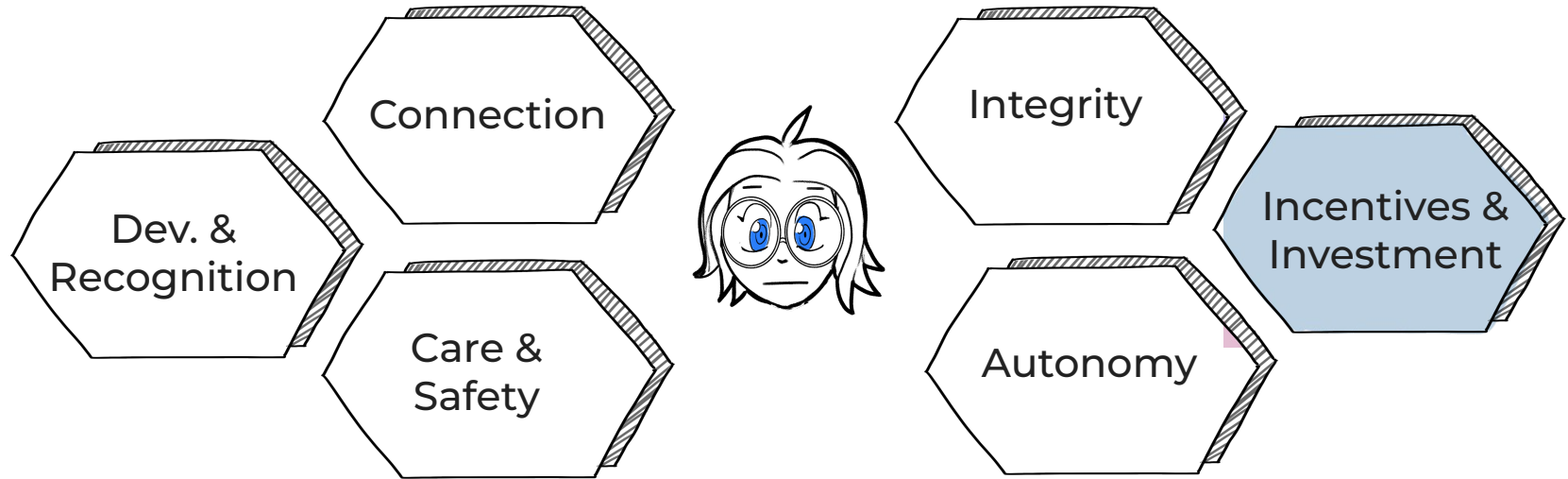


# Appreciation themes for TE employees.

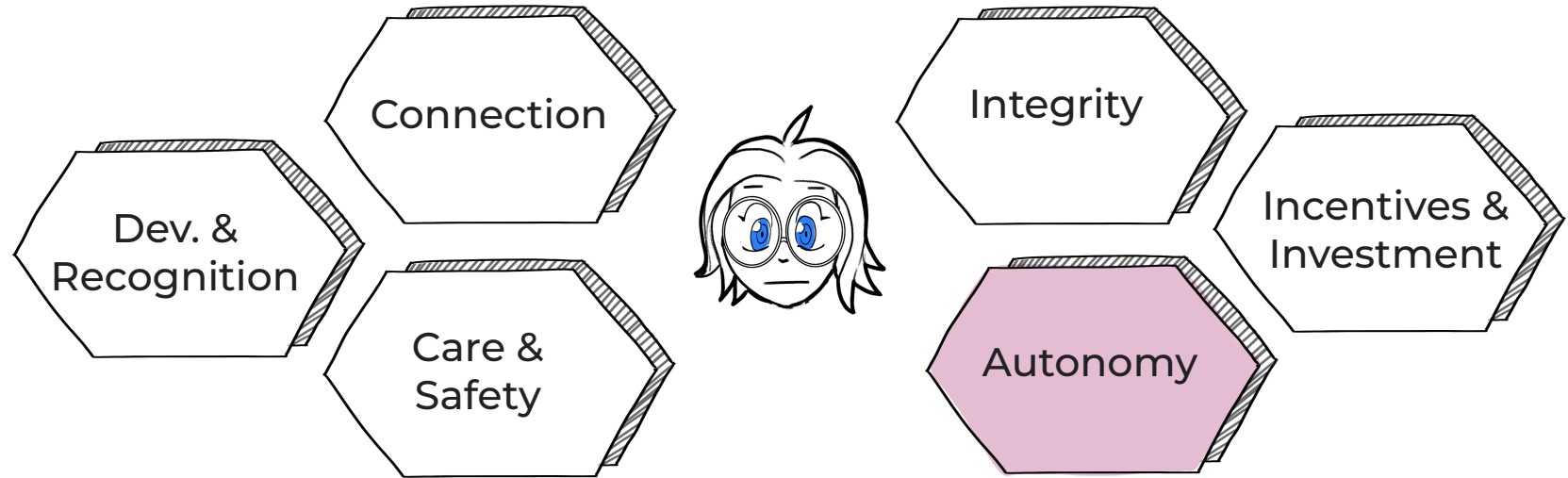




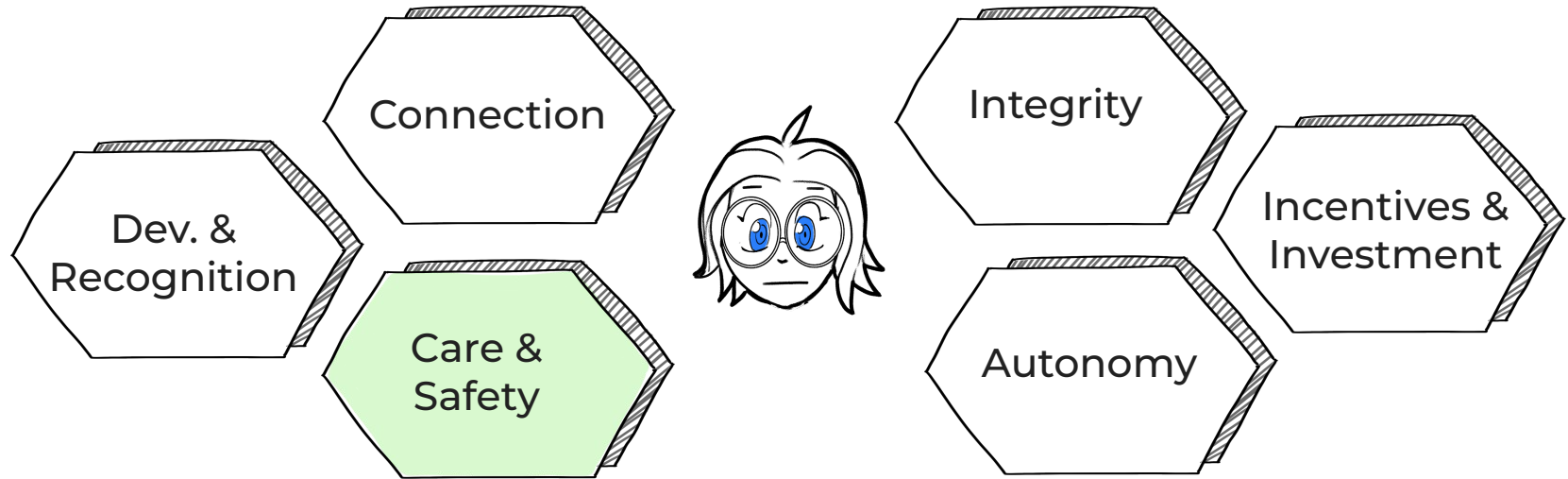
# Appreciation themes for TE employees.



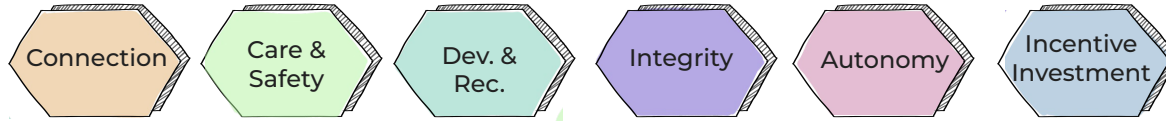
# Appreciation themes for TE employees.



# Appreciation themes for TE employees.



# The Toolkit Framework.



## **INFORMAL**

From the  
employees

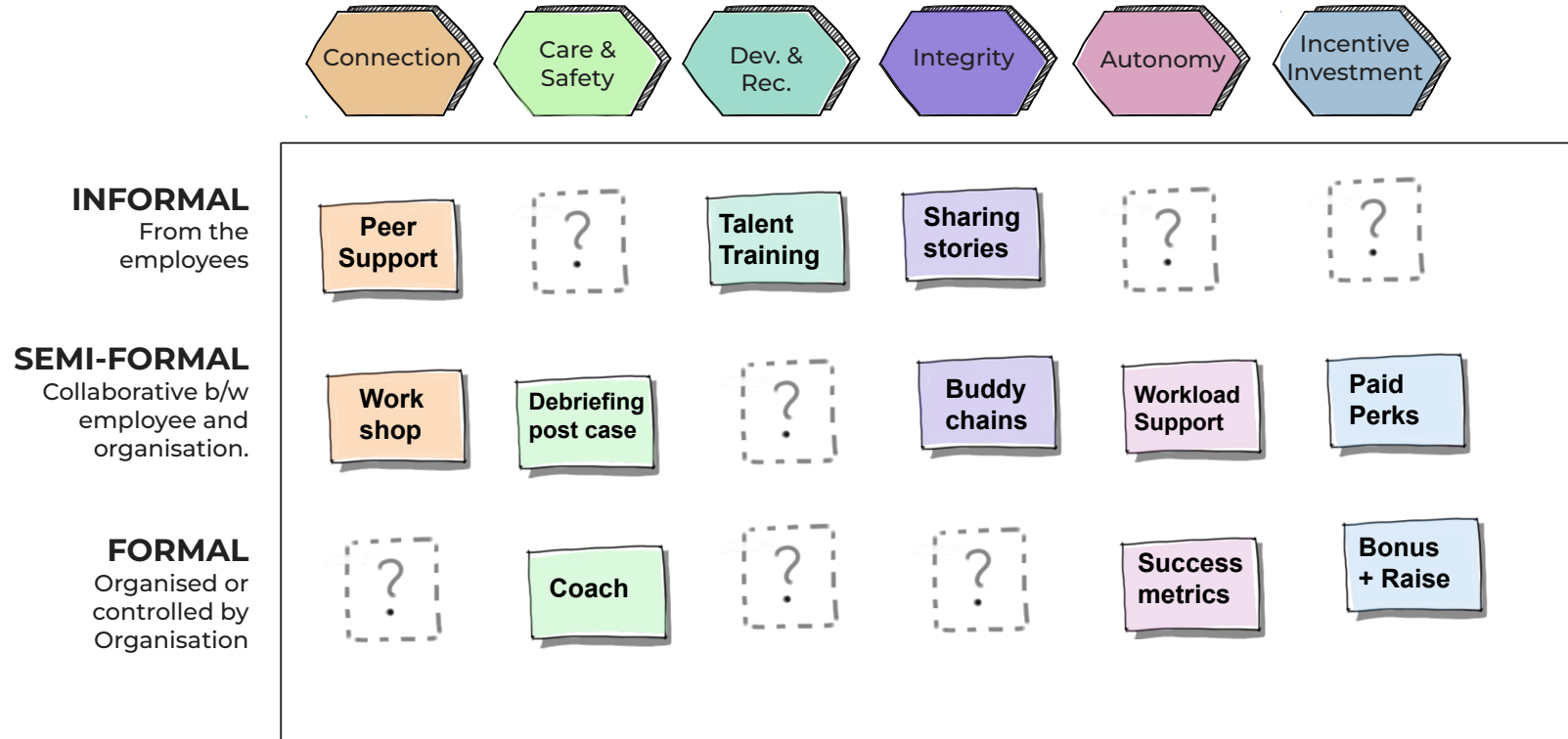
## **SEMI-FORMAL**

Collaborative b/w  
employee and  
organisation.

## **FORMAL**

Organised or  
controlled by  
Organisation

# The Toolkit Framework.

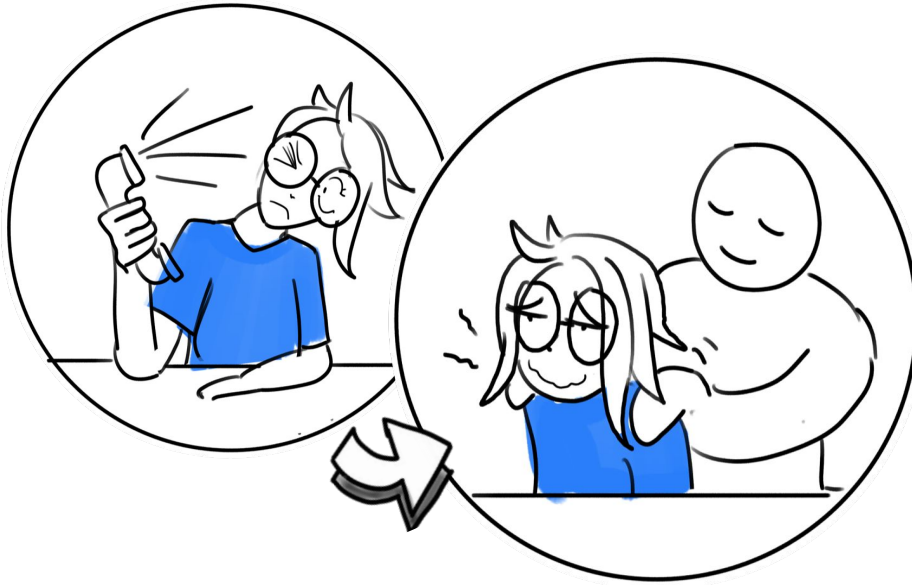


**Now, let's see some examples.**

# Putting the toolkit into practice | #1

## Customer-case Debrief

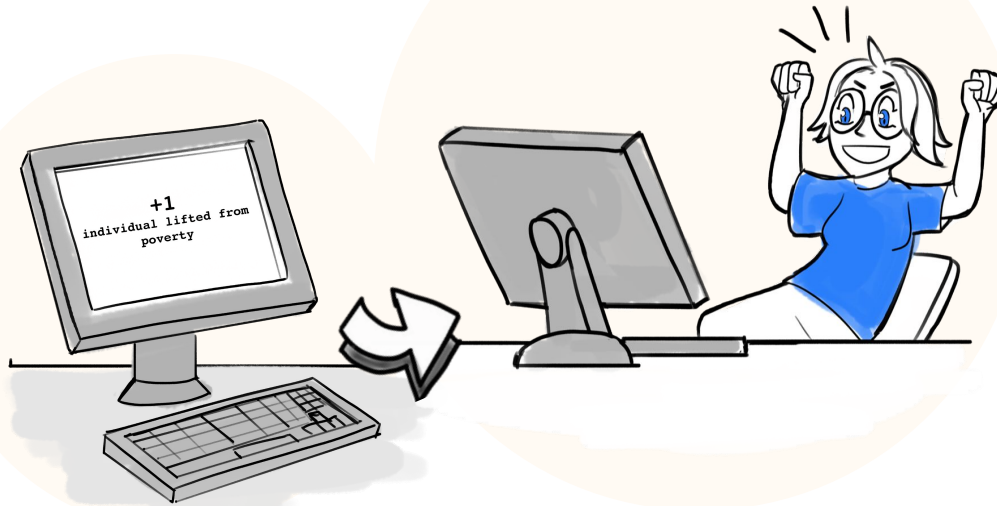
Care &  
Safety



"I'm expecting to  
be emotionally  
and physically  
safe at work"  
- Helsinki  
municipality  
worker

# Putting the toolkit into practice | #2

## Recognition System



"The most rewarding is when you can help someone and customers are happy when they leave"

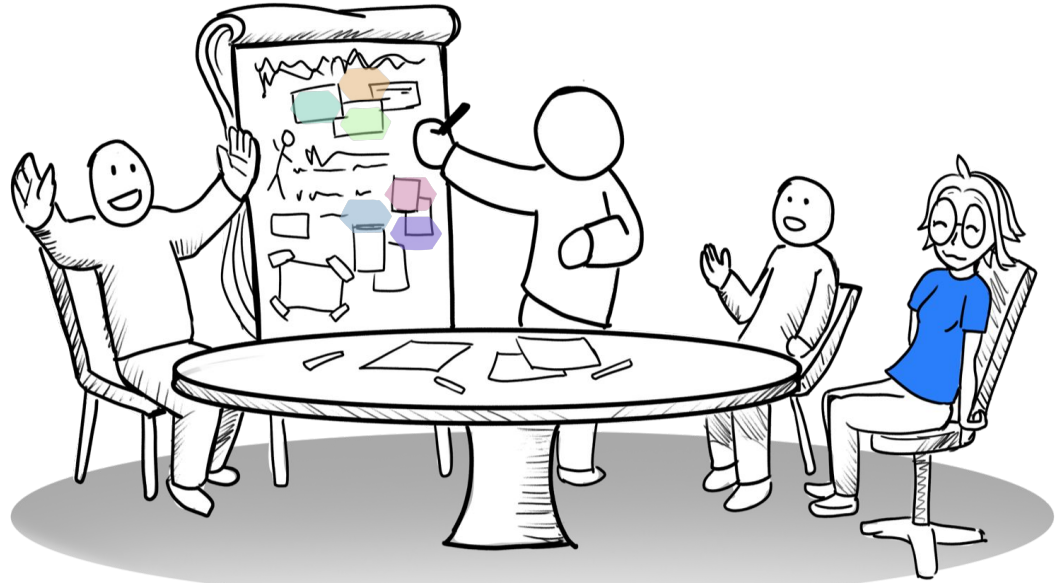
-TE employee  
Helsinki



# How to use the Toolkit?

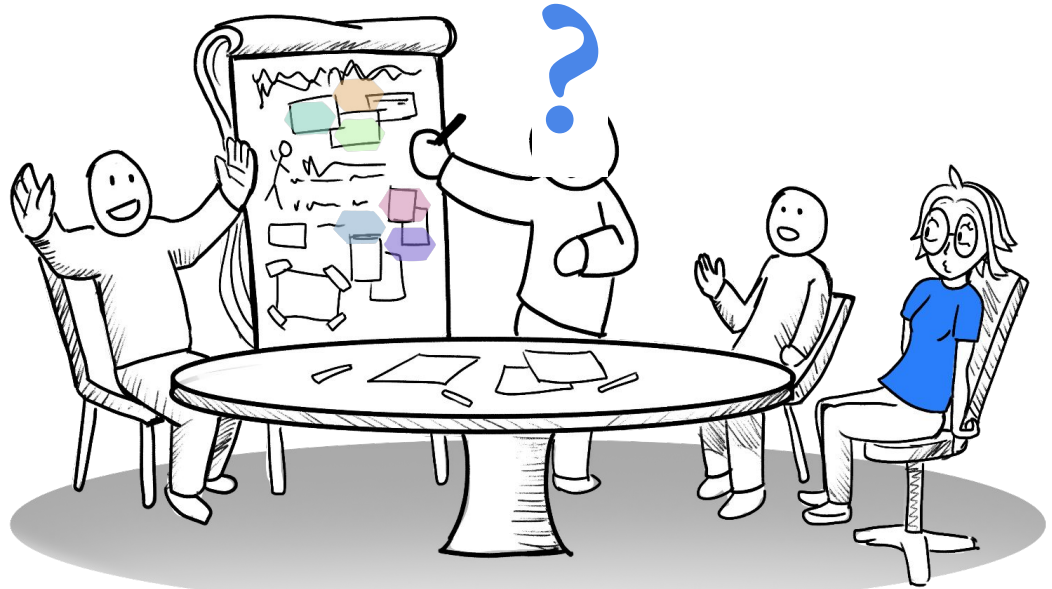
# How to use the Toolkit?

- Understand local **needs** and **co-create** acts of appreciation - **together**.



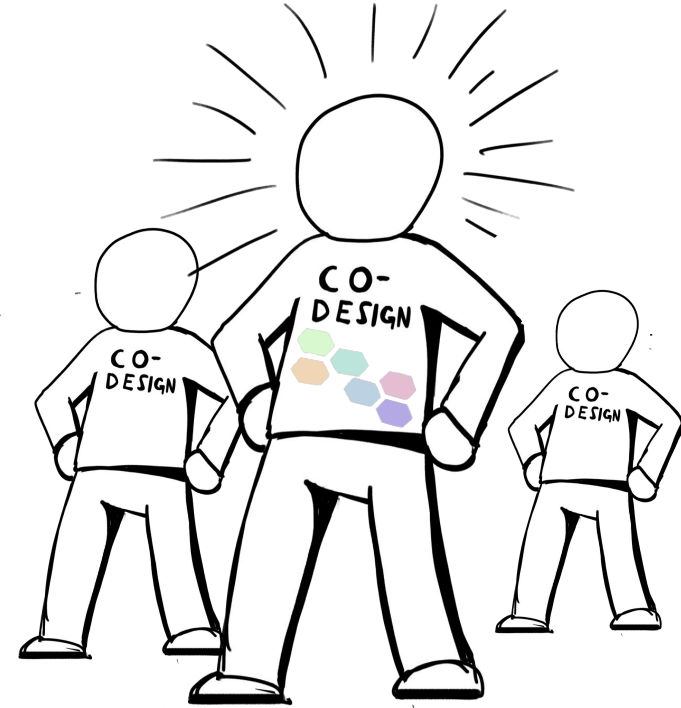
# How to use the Toolkit?

- Understand local **needs** and **co-create** acts of appreciation - **together**.



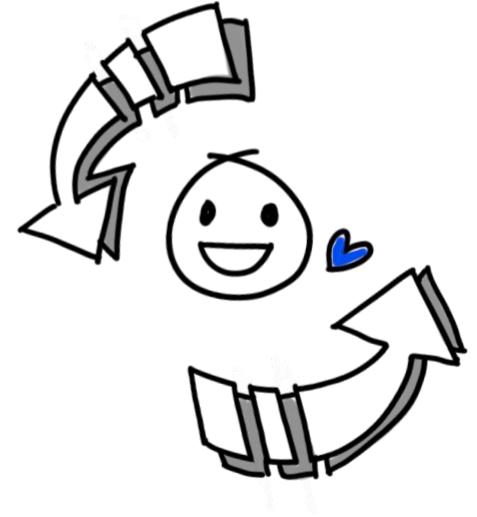
# How to use the Toolkit?

- Understand local **needs** and **co-create** acts of appreciation - **together**.
- **Assign and train**  
*'Appreciation coordinators'*.



# How to use the Toolkit?

- Understanding local **needs** and **co-creating** acts of appreciation - **together**.
- **Assign** and **train** *‘Appreciation coordinators’*.
- **Improve** and **iterate** on the ideas and practices found through the co-design actions.



# Why now is a good time to implement the toolkit?

With the Nordic Reform

..new people are being hired, new resources are available and major bureaucratic changes are happening.

This toolkit -

- *opportunity* to identify acts of appreciation in municipalities
- *allocate* these resources as needed for the most impact.

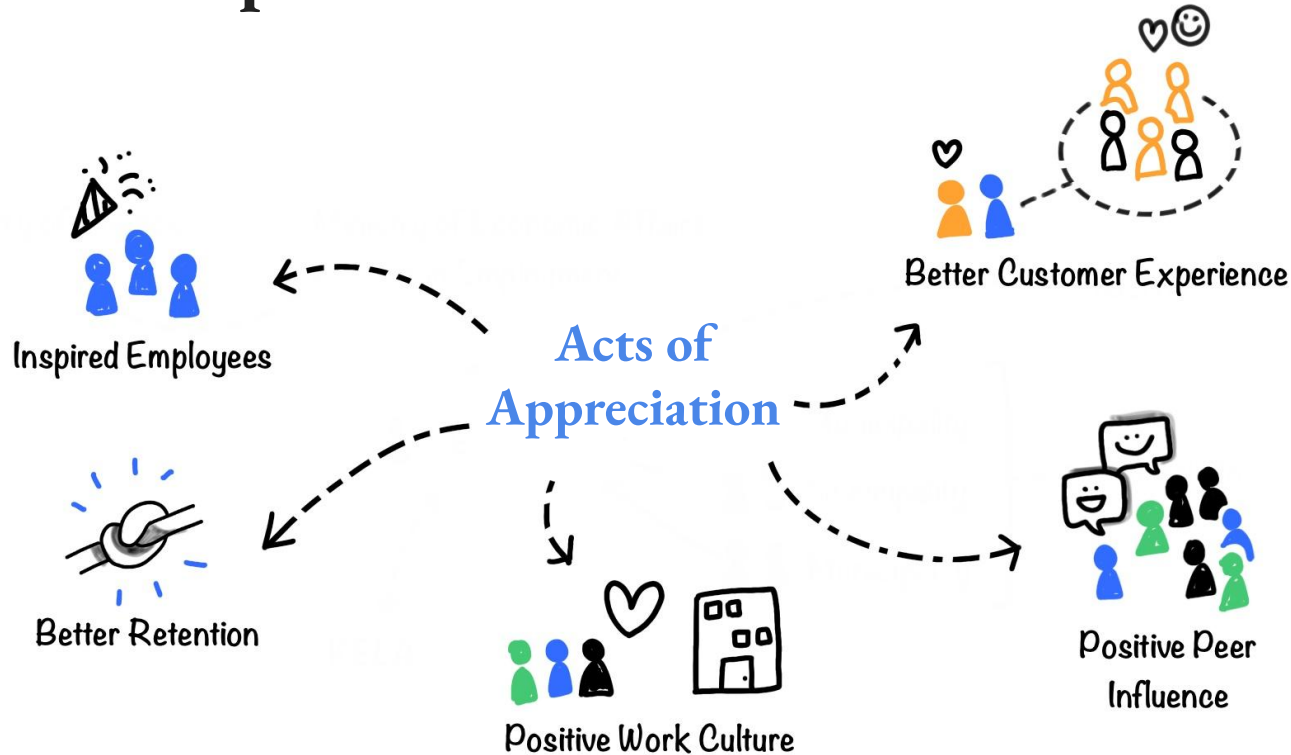
# What is the impact?

# What is the impact?

*Acts of  
Appreciation*



# What is the impact?



Sources:  
Quantum  
Workplace  
(2022), Forbes  
(2017), HBR  
(2019), Linos et  
al. (2019)

# A Recap .

# A Recap.

## Problem

Support success of TE2024, by New value culture.

## Our Proposal

**'Acts of Appreciation'** 6 themes based on our research for TE case-worker needs.



# A Recap.

## Problem

Support success of TE2024, by New value culture.

## Our Proposal

**'Acts of Appreciation'** 6 themes based on our research for TE case-worker needs.



## How?

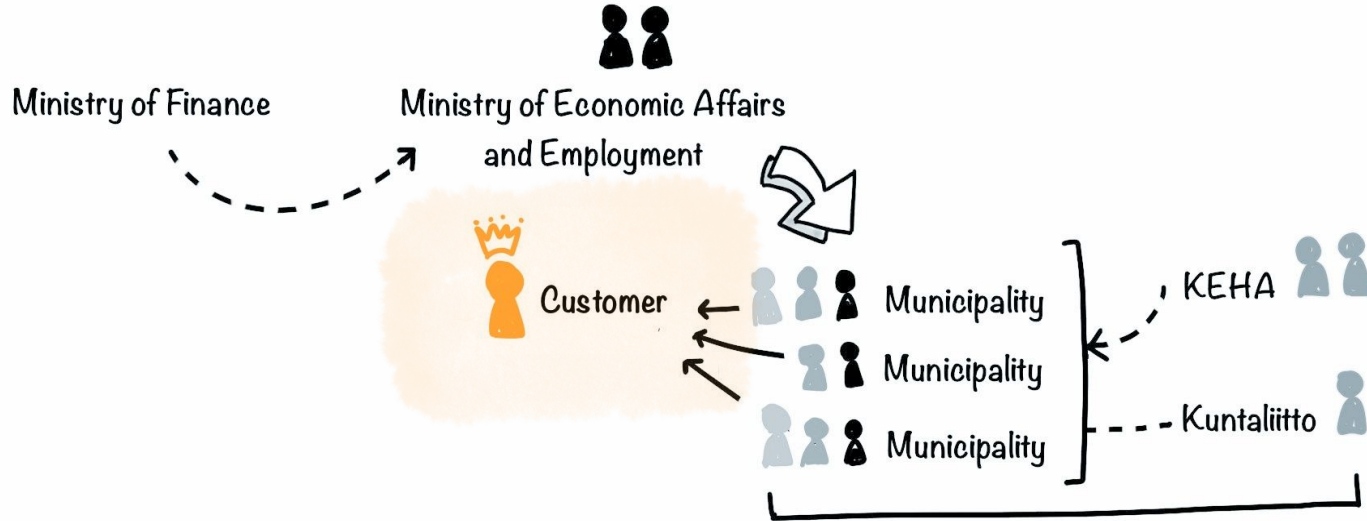
Help stakeholders recognise need + co-design, experiment and develop together.



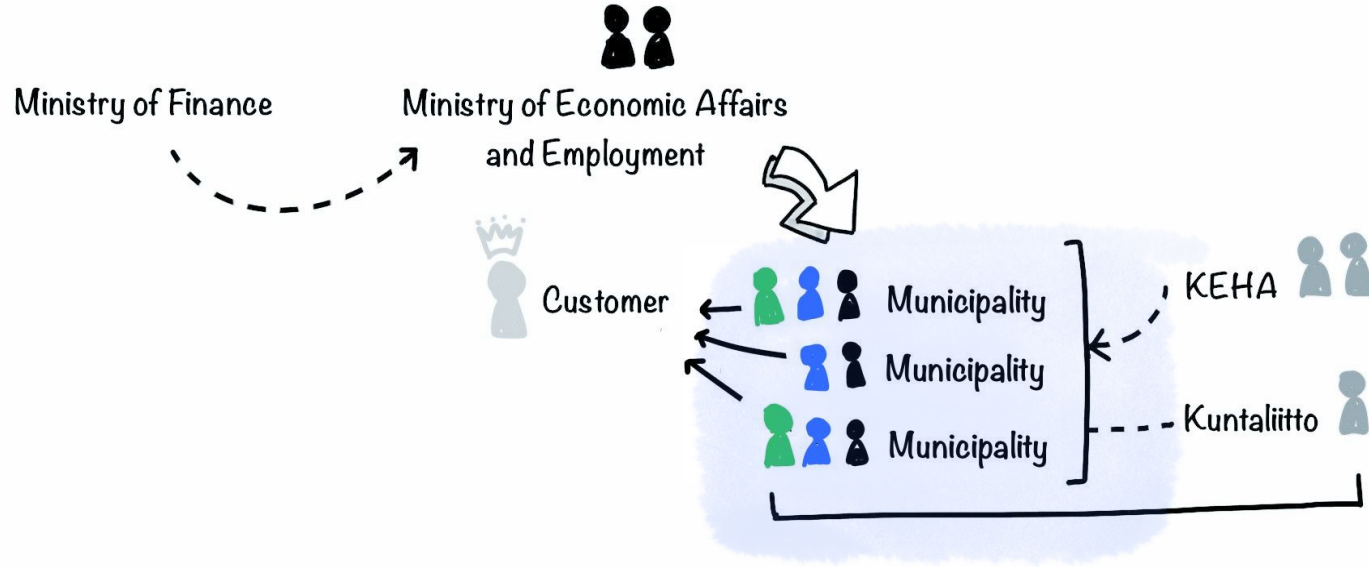
**We believe.**

Existing, obvious but **systemic** need BUT Re-looking value & work

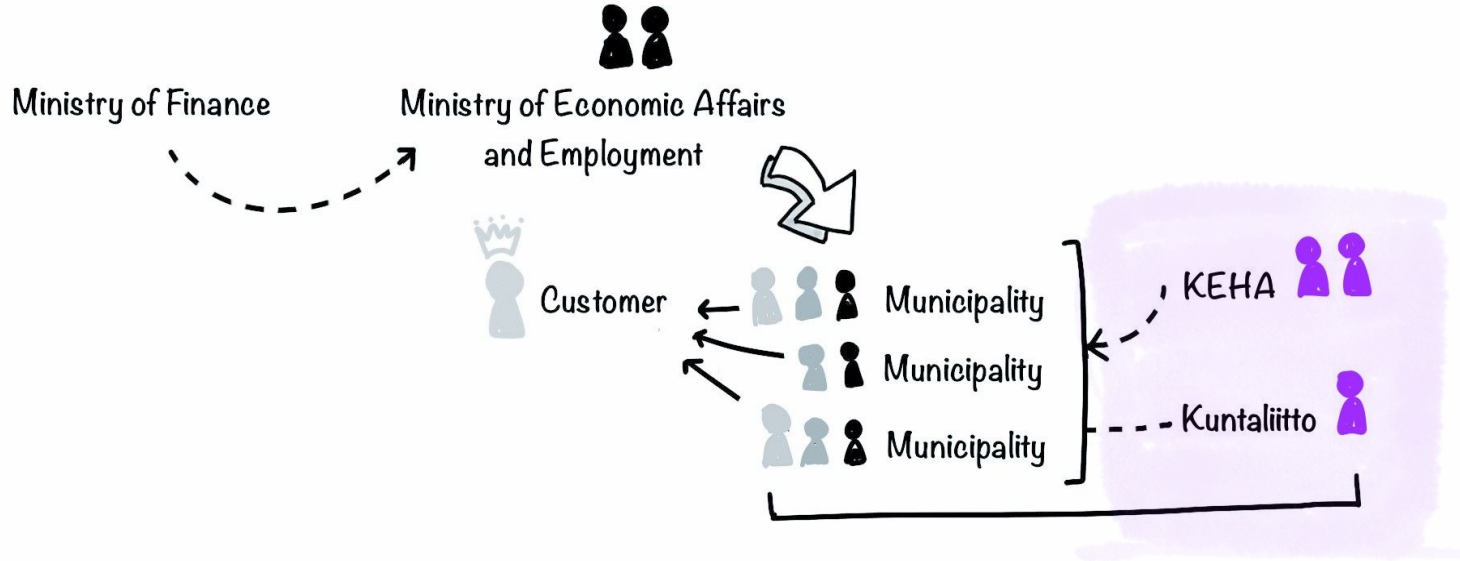
# Finally, the value of this proposal, to You.



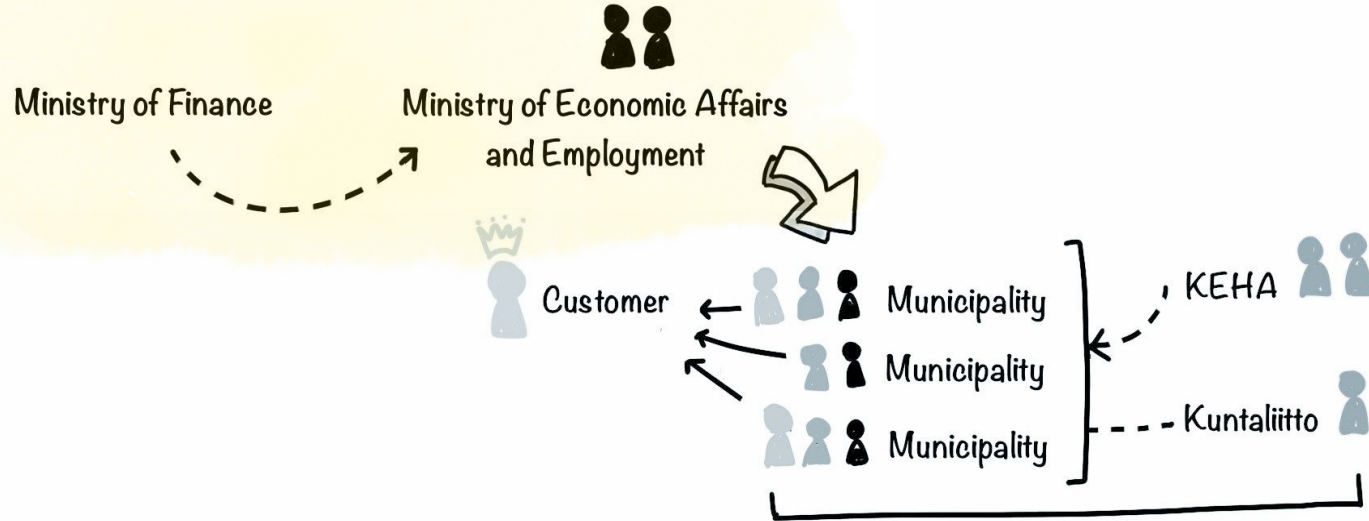
# Finally, the value of this proposal, to You.



# Finally, the value of this proposal, to You.



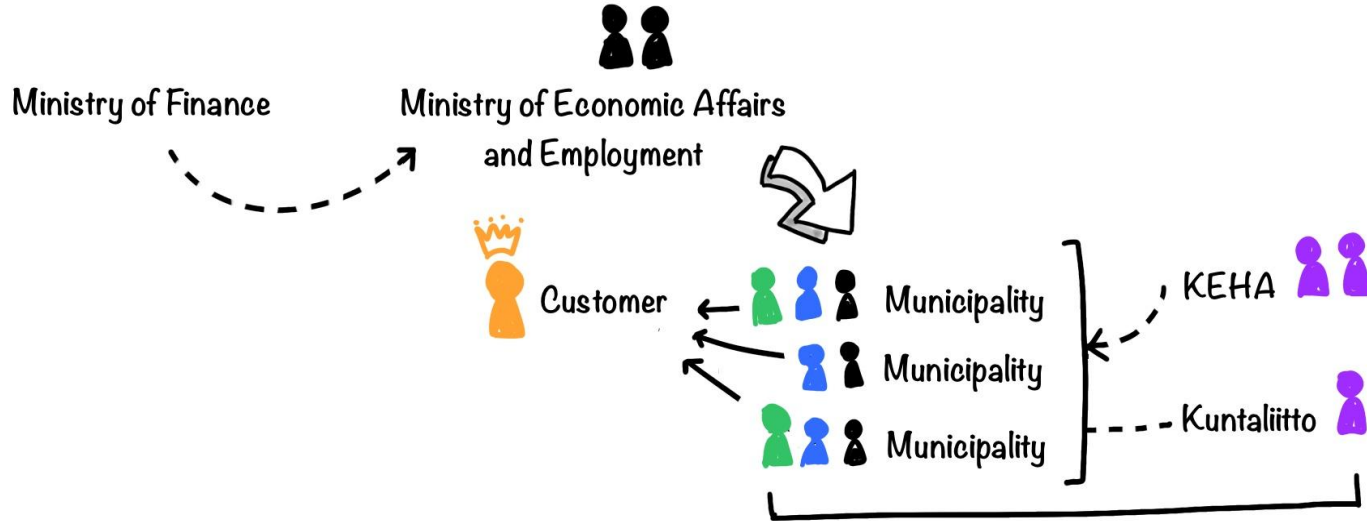
# Finally, the value of this proposal, to You.





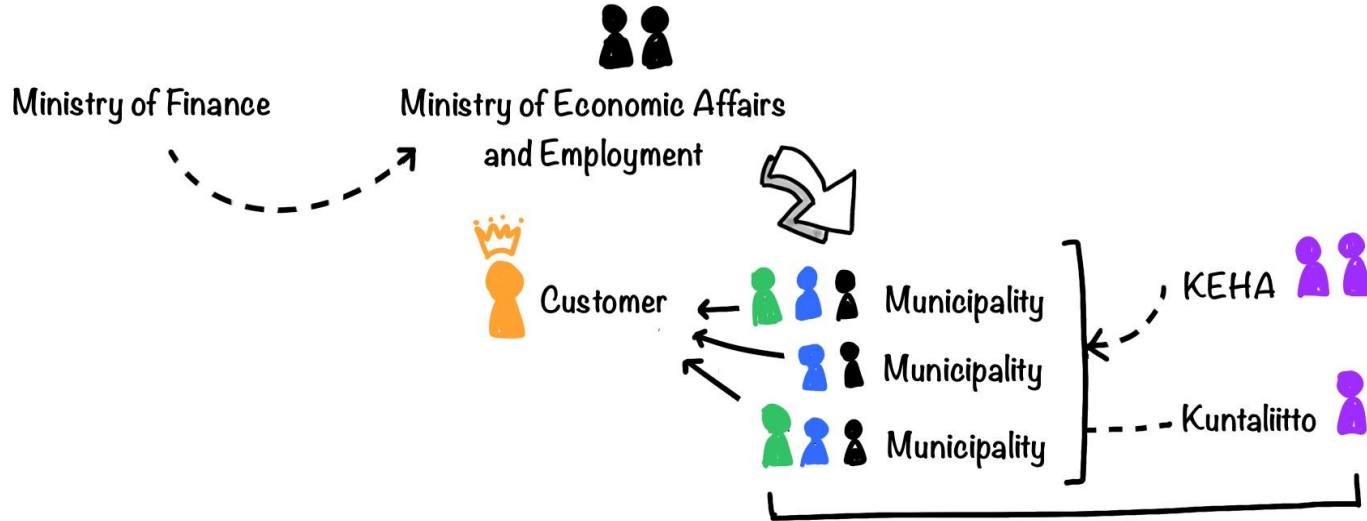
# Finally, the value of this proposal, to You.

TE2024



# Finally, the value of this proposal, to You.

TE2024



*... and for other reforms.*

# Thank you.

*'We have gone through massive changes and..sometimes it is difficult... but we have survived and are still here...'*

- TE Office employee Helsinki

