



Case Study

The Commission for Children and Young People (CCYP)



Creating a better employee experience

The Customer

- The Commission for Children & Young People (CCYP) is an independent statutory body that promotes improvement in policies and practices affecting the safety and wellbeing of children and young people in the state of Victoria, Australia.
- CCYP desired to create a better orientation and overall employee experience for their people.
- To do this, we implemented a human-centred design approach across their organisation.

The Challenges

- While CCYP effort to make the new starter and employee experience enjoyable, the reality was that new starters were handed 60 pdf documents when joining and sent on their way, leaving everything to chance. Our intervention was focused on disrupting this in a big way.
- For CCYP, 'experience' was defined as "an event or occurrence which leaves an impression on someone" or a "feeling and emotion".
- Employee experience, much like customer experience, is the deliberate and intentional design of systems and processes that create better human outcomes.
- In the context of CCYP, Employee Experience is the way new starters feel and the impression that's made on them when they join the organisation.

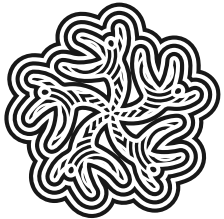
The Solutions

- This project was developed with a Human-Centred Design approach.
- Human-Centred Design is a way of working and being that exists beyond a project or methodology. The world around us is changing rapidly, and the human-centric approach prepares us to deal with uncertainty and ambiguity. In addition, using Human-Centred Design methods helps us to understand human values and latent needs, so we are able to create people experiences that are meaningful and resilient.
- Through this approach we were able to shape a workplace experience where people want to be, one that responds, understands, and values the perspectives and needs of those we aim to empower.

The Advantages

- The solution of human-centred design, enables us to consider the people that we're designing for. So putting people at the centre is the core of everything we do.
- This project unearthed the potential of human-centred design's practice within the learning landscape.
- The applications of design thinking and service design in this project means that we have managed to break through many of the constraints placed around what learning is understood to be. Therefore, we have generated new, innovative futures for learning beyond many of the industry standards.

About the Commission for Children & Young People (CCYP)



The Commission for Children & Young People (CCYP) is an independent statutory body based in the state of Victoria, Australia.

It promotes improvement in policies and practices affecting the safety and wellbeing of Victorian children and young people.

Through this, they have a particular focus on vulnerable children and young people.



Demonstrating that CCYP is an open, safe and inclusive culture is key.

As a Manager, it is up to me to create opportunities for New Starters to innovate and collaborate with autonomy across teams. However, it is equally important that I have honest and open conversations that set clear expectations around the formal and informal aspects of CCYP as a culture and the work that we do together.

– Manager Perspective

Learning that goes a long way

- In this project we were able to take a learning centred approach toward the domain of Employee Experience.
- While the organisation is small and has very little infrastructure to support learning, this project proves that the key to success is not in digital technology.
- The key takeaway is that the key to success is in fact the human technology within the organisation, its perspectives and behaviours towards things that matter.



“

As a Manager, what I say and do matters. I need to be consistent in showing up with the right conversations, feedback and focus that enable New Starters to align to CCYP and feel heard.

The opportunities, support and mentoring I provide along the way build rapport and enables the best possible examples of leadership culture to become visible.

It's by making the culture and my ideal behaviours visible to New starters that I am able to provide the ideal New Starter experience.”

— **Manager Perspective**

Creating a series of frameworks

- To fully realise the future employee experience, we created a series of frameworks and solutions.
- These conceptual models, frameworks and prototypes were founded upon the research and insights that we gathered. They are true findings that remain in touch with the aspiration and essence of the New Starter while innovating CCYP forward in a feasible, viable and desirable way.
- The CCYP employee engagement framework consists of four core touchpoints, six interconnected experience elements and five key design principles to living by when considering the New Starter Employee Experience.
- The framework acts as a thinking tool to ensure that what we design creates a great people experience. It grounds itself through a lens of being, thinking and doing for both New Starters, Managers, technology and content alike.



A project delivered on budget and on time

- At times, the strategy needs to move beyond words and into action. Therefore, we thought we'd take the next step and create an initial prototype for consideration and reflections about how to move forward. This prototype solution represents the first phase of implementation.
- This project delivered on what it set out to do on both time and budget. Not only did we meet our original objectives, but Imc successfully managed to implement the majority of strategic findings throughout the organisation.
- After we delivered the initial concept, Imc developed a 20-minute orientation module, implemented our innovative Trello solution as induction hubs, and further refined the organisations perspective on learning-centred employee experience for the future.



An Award Winning Entry


- imc and the Commission for Children & Young People were recognised as a Gold winner in the 2021 LearnX awards. The international award program honors innovative and creative projects in the fields of learning and design every year.
- The Employee Experience Strategy project won the Gold award in the category Best Talent Strategy: Employee Experience.



“We are honoured to receive an outstanding recognition of our project with the The Commission for Children and Young People. It clearly shows our commitment to deliver a swift support to our client in an unprecedented time.

Christian Wachter
CEO of imc

Rewrite the way we learn



About imc

imc has been working with organisations across the private and public sectors for over 23 years to redefine the way that learning is designed and implemented through a combination of technology systems and tools, content and strategy.

More than 1,200 commercial enterprises, government organisations and educational institutes with over 5 million users around the world rely on imc's holistic and bespoke solutions.

We are located at 12 offices around the world with 300 employees to serve your complex requirements. imc focuses on supporting organisations where learning is key to the business performance and viability, beyond a feel-good measure and a nice-to-have.

Contact us now

imc information multimedia communication Pty. Ltd.

Level 5, 20-22 Albert Road
South Melbourne, VIC, 3205,
Australia
T: +61 (03) 9820 5500
www.im-c.com/au

imc worldwide

Germany (Saarbrücken,
Essen, Freiburg, München)
Australia (Melbourne)
UK (London)
Austria (Graz)
Romania (Sibiu)
Switzerland (Zürich)
Singapore
The Netherlands (Vianen)