

## CITY OF SCOTTSDALE EMPLOYEE INTERACTIVE FEEDBACK SESSIONS Question Summary

### **THE PROCESS: ADVANCED STRATEGY LAB DEFINITIONS**

The Advanced Strategy Lab (ASL) tool allowed us to gather feedback from all participants at the same time, but in a way that is personal and confidential. At times we allowed participants to view each other's responses and feed off each other's ideas. Other times we have activities in which they do not interact with each other so as to not influence their responses. In general, there are five primary activities we typically utilize:

- *Electronic Brainstorming (EBS)* – participants type in multiple responses to a single question; they are able to see responses from other people; and is a rapid exercise.
- *Position Statement* – participants craft a single entry that is more lengthy, often answers several questions, is more detailed, and is more thought out.
- *Categorization* – while participants are brainstorming, ASL facilitators are coding the answers, real-time, into several categories for future exercises; after making the code list, we typically present the list to the group and discuss to make certain all primary ideas are captured in the list.
- *Prioritization / Voting* – participants respond to a categorization list by voting, ranking, or selecting their top selections.
- *Survey Tool* – participants respond to an electronic survey that can contain closed-ended, open-ended, or other questions; the activity typically is self-paced after receiving directions.

**OPENING QUESTION:** All of us have a vested interest in the future of Scottsdale and its quality of life and community. As you think about Scottsdale today, and why it is attractive to residents and visitors alike, what makes Scottsdale, Scottsdale? What are the traits and characteristics that most describe and differentiate this community?

### **PART A: SCOTTSDALE TODAY AND THE ROLE OF THE CITY**

**Key questions in this section focused on the following topics:**

- Concerns about Scottsdale in the future
- Issues that might take away from the quality of life and make this a less desirable place to live and work
- What kind of organization is the City is to work at (what's it like)
- Positive aspects of the City and the environment - what's working well today
- Most concerning aspects of the City and the environment - what's NOT working well today
- Do the positives outweigh the negatives or the negatives outweigh the positives

### **CORE VALUE REVIEW**

**Core Value Importance:** How important is each core value to the employee personally

**Core Value Performance:** How well does the City live up to and support these values

### **ASSESSMENTS OF THE CITY AS A PLACE TO WORK**

In this section, employees were asked to rate their overall satisfaction with the City as a place to work as well as their overall level of satisfaction with their work/life balance at the City of Scottsdale.

### **EFFECTIVENESS OF KEY WORKFORCE DISCIPLINES**

This section reviewed the City's workforce disciplines in the following areas:

- Ability to recruit new employees/skills to the City
- Ability to retain key employees and skills at the City
- Effectiveness of internal communications with our employees
- Effectiveness of external communications with the community
- The degree to which you feel the City focuses on the health and wellness of its work force

### **THE COMMUNITY IMAGE**

This section asked questions regarding the employee's perception of the City's image in the community as a place to work.

## **PART B: RECRUITING AND RETENTION**

**Key questions in this section focused on the following topics:**

- Favorable recruiting aspects
- How to create an “employer of choice” environment
- Important influence to employee’s engagement/retention with the City

## **PART C: COMMUNICATIONS AT THE CITY**

**Key questions in this section focused on the following topics:**

- Issues that the employee feels most are most important to be aware of
- Areas where the City succeed in effective employee communication
- Areas regarding effective employee communication that need improvement
- Communicating the City’s vision and key priorities for delivering service to the community and its customers
- Communicating news and current events about the organization
- Methods that would be most useful in delivering information to employees
- Communication that is of little value or should be eliminated
- Community’s perception of the organization

## **PART D: PERFORMANCE MANAGEMENT AT THE CITY**

**Key questions in this section focused on the following topics:**

- Performance management process – successes and areas for improvement
- What type of feedback would be most useful during the performance management process

## **PART E: HEALTH/ WELLNESS AT THE CITY**

**Key questions in this section focused on the following topics:**

- Define wellness and wellness in the workplace context
- Programs that would be most beneficial to employees
- Obstacles that might impede the City or the employee in participating a wellness plan
- Work/life balance satisfaction
- Work/life balance as a recruitment tool

## **PART F: FEEDBACK AND NEXT STEPS**

**This section served as a wrap up to the process. The following questions were posed:**

- What was the one most significant idea/learning/concept relating to the workplace in the future for the City of Scottsdale that you are taking away from this session?
- What is the one most significant message or idea relating to the workplace in the future for the City of Scottsdale that you want to convey to the leadership at the City?
- What was the value of the Advanced Strategy Lab electronic brainstorming tool in supporting the session?
- What specific advice and counsel would you provide to the planning teams that are working through the various recommendations to enhance the working environment? How can they ensure that they are doing this in the most effective and inclusive way?
- Do you have any other comments/observations/recommendations about this session or any aspect of the City of Scottsdale?