

How can we support our employees to make better use of their talents?

\$5,000 prize money



Introduction

The Alliantie is one of the 3 largest social housing corporations in the Netherlands. It currently employs 700 people and maintains 60,000 residential properties. Our core values are entrepreneurship, solidarity and responsibility.

Core business

Our core business is providing good housing, in a pleasant living environment, for a broad range of people. At *The Alliantie* we focus on housing possibilities for those with limited financial capacities. We aim to provide our residents with quality affordable housing. We achieve these goals by renting, selling and developing houses, apartments and condominiums. We don't actually construct properties, but our core business is to maintain and manage them.

Supporting society

Because one's surroundings play a significant role in people's living experiences, *The Alliantie* is actively pursuing healthy neighborhoods. Together with our residents we monitor their living conditions and take cooperative action as soon as a neighborhood seems to be deteriorating. Our

approach is not solely limited to the physical environment, but focuses also on a social and economic balance. We provide extra attention to more vulnerable groups like the mentally disabled and recovered drug addicts.

The Alliantie Academy

The Alliantie Academy is part of *The Alliantie* and was established to provide better learning opportunities for our employees. In line with an increasing trend of “corporate universities”, *The Alliantie* established its own academy in 2009. Through multiple extended programs and courses, we aim to increase the productivity of our employees and to add value to our net result. Examples of available subjects are: leadership courses, professionalism, the customer as a partner, taking initiative & being pro-active, to name a few. This challenge is hosted by *The Alliantie Academy*, on behalf of *The Alliantie*.

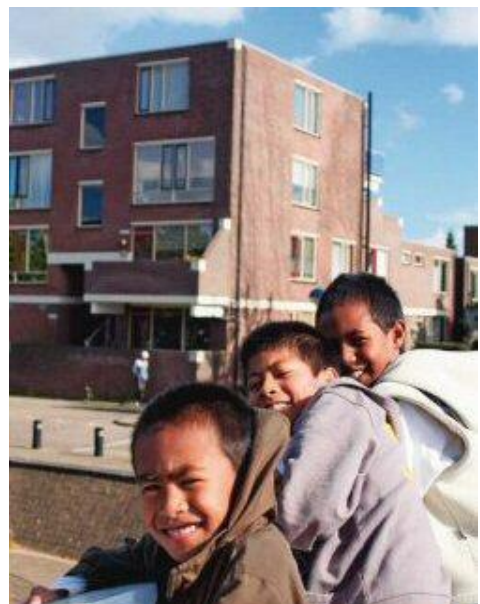
Committed employees

Our employees are the key to our success. We need committed and enthusiastic employees in order to achieve our goals. Fortunately, we have such employees, but they have more skills than they commonly use in their work. Herein lays the basis for this challenge.

A recent employee-satisfaction survey showed that 25% of the 500 respondents were not utilizing their full potential and talents in their work activities. There is seemingly an incredible amount of value available by tapping into this unutilized potential. We therefore ask you to come up with ideas on: **How can we support our employees to make better use of their talents?**

The challenge

Employees of *The Alliantie* have many talents. However, they tend to limit their activities to the scope of the specific job position. Examples of job positions are: Renting houses, advising customers, maintaining real estate and improving the energy performance of properties. There are however many other activities available for which employees can use their talents. Possible examples are: Teaching other employees, organizing events, making/modifying videos or developing different ways of working. Perhaps we could avoid outsourcing certain activities since the know-how appears to be internally available.





It is your challenge to find a way that exposes these available talents and causes our employees to utilize them more often. In such a situation, it is not just our organization that is benefitting, but also our employees. After all, who wouldn't enjoy doing the things their good at? An organization where employees use their skills and talents on a frequent basis creates an energetic atmosphere which benefits many aspects of the organization. Instead of "doing what the job description states" it becomes "doing what your good at". This improves the commitment of our employees, who are our key to success.

Before employees can call upon the available skills of others, they need to know what kinds of skills are available within the organization. In your submission make sure to also include a solution that makes the employees aware of the skills that are available. Or put differently: **How can talents be made visible?**

Expectations

Your submission should consist of 1 file, with a maximum of 5 pages (excluding images). Images are welcome but not mandatory.

Part 1: A short summary of your solution. Half a page maximum.

Part 2: Best practices

Search for best practices on how other organizations deal with this matter. Find inspiring examples of how companies allow their employees to utilize their talents better. Conclude your findings with some solid recommendations. 1 page maximum.

Part 3: Your solution

Think of a way how we can support our employees to make better use of the talents they have available. You are free in whatever method you propose, whether it is digital or physical in nature. We are looking for realistic, workable solutions. In your submission also provide a solution on how we can make these available skills visible in the organization.

Criteria

Your solutions will be evaluated based on the following criteria:

- Realistic / feasible and within a limited budget.
- Effective. Solving the problem.
- Professional. Thoroughly devised.

Prize money shall be divided according to http://www.brainrack.com/Prize_breakdown

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