

Nomination: 5765

IKEA - Do IKEA Yourself

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

LLYC

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

**Page: Entry Information**

**Entry Title**

IKEA - Do IKEA Yourself

**Category**

B01 - B59 Achievement > B16 - Achievement in Internal Communications

**Achievement Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

We are living times of uncertainty and change that generate concern among professionals. These are times where the levels of employee commitment have fallen to the lowest level of any point during pandemic.

In this context, IKEA has more than 9,000 professionals across Spain saturated with hundreds of messages far away from their day-to-day work.

Under this premise, we created Do IKEA Yourself, a new approach to internal communication that challenges the norm and converts coworkers into the true ambassadors of the company with their colleagues and customers.

**b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

DO IKEA YOURSELF has been a huge success, promoting the accessibility of content and the engagement of professionals during 2021:

+ 284% visualizations

+ 185% likes

+ 264% comments

+ 94% ratio of opening up communication channels with managers.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

We are creating a new approach to internal communication that challenges the norm and harnesses the most powerful conversations that take place within IKEA – informal chats – raising them to a new level and converting coworkers into the true company's ambassadors with their colleagues and customers.

Action plan based on:

· CHALLENGE THE NORM. Ranking the information by channel, creating a single point of access to the content and generating a recurrent communication channel with managers.

· CONNECT WITH THE PURPOSE. Prioritizing and strengthening the relevant messages, designing more emotional campaigns with coworkers as the leading characters and involving the CEO, Nurettin Acar, through new formats.

· PLACE THE PROFESSIONAL AT THE CENTER. Empowering their work, listening to their concerns and making them participants in the relevant campaigns.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

- Dossier

- VideoCase

- Image

**Webpage Link**

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/14732/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczMiwiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yVWVvXkFUKq4IFZOgU?case\\_ikea\\_\\_ingl%C3%A9s%20\(1080p\).mp4](https://stevies-sage.secure-platform.com/file/14732/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczMiwiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yVWVvXkFUKq4IFZOgU?case_ikea__ingl%C3%A9s%20(1080p).mp4))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File ([https://stevies-sage.secure-platform.com/file/14733/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczMywiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yqPS-E?IKEA\\_ENG\\_DOSSIERPREMIOS\\_VF%20\(1\).pdf](https://stevies-sage.secure-platform.com/file/14733/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczMywiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yqPS-E?IKEA_ENG_DOSSIERPREMIOS_VF%20(1).pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File ([https://stevies-sage.secure-platform.com/file/14734/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczNCwiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yImagen%20portada\\_dossier%20IKEA.jpg](https://stevies-sage.secure-platform.com/file/14734/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDczNCwiaWYwXsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6Imlnbm9yImagen%20portada_dossier%20IKEA.jpg))

**Would you like to add an additional supporting document?**

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**Terms and Conditions**

I Agree