

## Engagement at Blocket

When Covid-19 struck and all of Blocket's employees, so-called Blocketeers, had to go from working in the office to working from home overnight, we quickly identified a number of areas in which it was important for us to ace in order to maintain a high level of engagement.

These areas were; a sense of belonging, information sharing, well-being, leadership, and the feeling of having fun together.

All leaders at Blocket therefore created this toolbox filled with tools that we use in our work to maintain high engagement. By Blocketeers, for Blocketeers.

But why stop there? Blocket's purpose is to contribute to a sustainable world with loads of opportunities - for everyone. By sharing this toolbox, our hope is to provide opportunities for sustainable and engaging leadership, and high engagement for more people.

When the public health authorities in Sweden issued the recommendation for continued work from home after the summer, we were many Blocketeers who were disappointed. We miss each other, miss seeing each other without a screen in between, and miss our delicious Friday "fika". But, one of our values is "Take Responsibility", and this is why we continue working from home, despite all the things we miss. In order to spread a positive vibe to each other, we created a # in our internal channels that we call #wfhwins. This is where Blocketeers contribute input on the positive effects of working from home, which has also been added to our toolbox.

Diversity and inclusion are super important for us at Blocket - therefore everything is written in English so that even non-Swedish-speaking Blocketeers can take part in all content.

Hope this toolbox can be as useful to you as it is to us.

Sincerely,

All Blocketeers through Pernilla Nissler, CEO

## Blocket Group Activities

<b>Book club</b>	Create a book club where people read the same book under a certain period of time and then “meet” to discuss the book.
<b>Neighbourhood walk</b>	Go for a physical walk in smaller groups. Use the Blocket Google Map.
<b>Blocket sales competition</b>	Arrange for a competition for selling things on Blocket. There can be a number of different prices.
<b>Quiz or bingo</b>	Challenge your group or all colleagues for a music quiz, regular quiz, or bingo.
<b>Digital after work</b>	Join the Blocketeers in after works, celebrating being a Blocketeer and life in general!
<b>Value walks</b>	Go for a virtual walk together and share how you use our values in our daily work and why.
<b>Live performance</b>	Invite an artist (musician, magician, stand-up comedian etc.) to do a live performance for the team or the company
<b>Online gaming</b>	Play online games together, for example Jackbox party games.
<b>Finnish karaoke</b>	Stream Finish covers of famous songs and let your team compete about the original song and the original singer.
<b>Customer telethon</b>	Call a customer that has been in contact with customer service and ask for feedback in order to get to know our customers and what they think about us.
<b>Training meet-up</b>	Meet-up irl and train together. Either someone can act instructor or colleagues can meet and enjoy sport together with no leader.
<b>Lunch meet-up</b>	Meet-up irl for lunch at a restaurant, in someone's garden or outdoors. Use the Blocket Google Map to find people nearby.
<b>Blocket Google Map</b>	A map where Blocketeers have pinned where they live. Can be used for informal meet-ups as well as for creating groups for meet-ups.
<b>Love bombing</b>	Book a meeting with 2 or more people. Prepare 3 positive things about the other participants. Everyone takes turn to give each other positive responses.
<b>Check-ins</b>	Make sure to have daily check-ins with your team. It is important to have time for social talk during check-ins. Don't forget to laugh together.
<b>Blocket sales competition</b>	Arrange for a competition for selling things on Blocket. There can be a number of different prices.
<b>Hyper Island toolbox</b>	A resource to do things in a more creative way and collaborate within teams. It's a collection of methods and activities based on Hyper Island methodology.
<b>Live Pod</b>	Conduct a meeting like a live pod. Everyone participate walking via audio only. The speakers in the meeting rally their message only by voice, no slides.
<b>Guest speaker</b>	Invite a guest speaker to one team or the company to speak on a matter that helps us grow and learn.
<b>Geocaching</b>	A real-world outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and attempt to find the geocache (container) hidden at that location.
<b>Learning lunch/fika</b>	Arranging a learning fika/lunch where someone (internal or external) speaks on a certain subject. It may be work related or not.

## Blocket Leadership

<b>Check-in and walk &amp; talk</b>	Don't tell the team that everything is ok if it's not. Be open and transparent and let the team know you as a leader don't have all the answers and have fun together
<b>Visit other teams in Whereby</b>	As a leader, get out of your comfort zone and "visit" other teams in Whereby for a chat and learn what is going on and what they are working with.
<b>Change Management Model 4A</b>	Use the Change Management Model 4A to help you through the change and also to guide your team.
<b>Inclusion in meetings</b>	When in meetings or discussions, as a leader you can do several things to include everyone. Name people for their opinion.
<b>Storytelling</b>	As a leader it is important to tell the story of Blocket, where we come from and where we are heading. Guide your team about vision, purpose and goals.
<b>Business as usual in an unusual way</b>	Keep as many of the routines as possible and try to create the feeling of "business as usual" for your team
<b>1:1 without agendas</b>	Book a 1:1 meeting with no agenda, except to get to know each other better
<b>Blocket remote working playbook</b>	Don't forget to use Blocket remote working playbook.
<b>Walk and talk</b>	Use the possibility for walk & talk, Use Whereby, your phone or meet up irl if possible and safe.
<b>Health check</b>	Focus on activity during 1:1 (do you get some exercise and in what way do you exercise?)
<b>Availability</b>	When working remote, make sure you are available for your team for questions and quick follow-ups
<b>All hands, supermeet, etc.</b>	Promote the option to attend the meetings during a walk.
<b>Feedback/Popcorn</b>	Feedback is an important part of our culture. Use it as a tool as often as you can.
<b>Daily check-ins</b>	Gather everyone in your team on a daily basis. You can ask questions to make everyone to reflect on the same subject
<b>Keep everyone well informed</b>	Work on clarity; ask control questions in meetings and discussions to make sure everyone is following and that the information has been received.



## Blocket Engagement

<b>Blocket coffee machine</b>	Have a coffee in our Whereby-room Blocket Coffee Machine, to meet new friends and have fun.
<b>#Blocket-Energizer slack</b>	This is the channel if you need a break, a laugh and some energy! Post funny pics, quotes, life-hacks etc.
<b>Get to know a Blocketeer</b>	One Blocketeer gets interviewed with a set of approx 5 questions on the #blocket Slack channel eg once a week
<b>Let's chat</b>	Sign up for Let's chat and let the slack "speed dating bot" pair you with a colleague you don't know so well and schedule a virtual talk, walk & talk etc.
<b>Blocket Music Quiz Bank</b>	Upload your different music quizzes and enjoy the music, fun and competition! We are creating the Blocket Quiz Bank!
<b>Blocket formal Friday</b>	Continue with dressing up on Fridays! Post a picture on Slack!
<b>Digital After Works</b>	Join the Blocketeers in After Works, celebrating being a Blocketeer and life in general and have fun together.
<b>Blocket Quiz Wednesdays</b>	In Swedish it is called lill-lördag. Let's celebrate and have some fun with a quiz.
<b>What Movie?</b>	Post a picture from a movie at Slack (#blocket) and see how long it takes for someone to figure out what movie the picture come from.
<b>What's for dinner?</b>	Crowdsourcing. Share your favorite recipes and pictures with your colleagues.
<b>Flash Faces</b>	Are you a newbie to Blocket or an oldie but someone who struggle to remember names? Use the Flash Faces service and practise names.
<b>Mission of the day</b>	Let's push a challenge, take a picture of a tree or a flower for example. Find an answer to a question etc. The sky's the limit.
<b>Blocket customer service whereby</b>	Come visit Customer Service. They are always in a Whereby room taking good care of the customers.
<b>VR high fives</b>	To show appreciation, give a high-five or "great job" - send a small give-away, like a glassogram or similar.
<b>Blocket Kudos on Slack</b>	Celebrate your colleagues, our result and victories on Slack. create a buzz and energy boost for your colleagues.
<b>Back in the days</b>	Post a picture from your childhood, and let the team guess who.
<b>Share your Blocket stories</b>	For all teams receiving feedback and fun or moving stories from customers - share it on Slack #blocket
<b>Pictionary</b>	Draw, guess and have fun in different teams as a short break and get the energy up.

## Blocket Information Sharing

### Blocket What's up?

Keep information flowing! Make available short and snappy summaries of what is going on in the different functions on eg bi-weekly basis.

### Blocket chronicles

Write a chronicle and share with the rest of Blocket. Can include reflections on what is going on, decisions and progress and/or challenges that we face. The ambition is that they are followed up by others.

### Internship

Work in another function for a day. Brings understanding and perspective.

### Supermeets

The Blocket version of "All Hands". These can be conducted both as broadcasts with slides and traditional presentations, or as Live Pods. The supermeets are recorded and shared.

### E-BLT meetings

The extended Leadership Team (E-BLT) meets once a week with the purpose of sharing information, updates and experiences.

### Share customer insights

More visibility and more communication regarding the information/knowledge customer services and product have. It would be engaging for employees to work with solutions regarding this.

### Visualizing our vision

How may our products and services look like in the future.

### Share a retro

At Blocket we often do retrospectives- it is part of our growth mindset. Sharing the learnings with the organization so that we can learn from each other.

### Blocket Talks

Blocket Talk is a series of pods by Blocketeers for Blocketeers. We talk about culture, re-organization, change management, and our new office that that we call The Blocket Greenhouse.

### Learning lunch/fika

Arranging a learning fika/lunch where someone (internal or external) speaks on a certain subject. It may be work related or not.

## Blocket #wfhwins examples

Being home when the kids arrive after school/preschool and have an afternoon chat with them.

Getting to know colleagues more personally (seeing people's home, dogs, partners, and kids in the video calls once in a while).

Less stress and more healthy life overall. Don't need to commute, including stress and have to manage tons of morning tired peps.

Take a quick swim in the sea after lunch jog.

Not only one, but several offices; suiting the mood of the moment. I can sit in a proper office, in the couch, or outside in the garden.

Taking care of, and enjoying/smelling my plants during breaks and phone calls.

Taking a break when I want and go outside, making summer last longer.

Being around my place all day, having more opportunity to have a quick chat with my neighbours.

Seeing the bottom of my laundry basket.

Saving a lot of money on not commuting

Gym sessions & lunch with my husband several times a week #qualitytimes

The possibility to start new habits - e.g. to start every morning outside in the nature before work

## Blocket Wellbeing

<b>“JointheBlocket movement”</b>	The hashtag is the label for a program with the aim to promote movement to reduce the risk of Blocketeers getting stuck to their chairs
<b>Movement break</b>	All Blocketeers have an calendar invite for #movementbreak twice a day. Serves lika a reminder to get their butts off their chairs.
<b>Suggested lunch</b>	All Blocketeers have an calendar invite for all workdays 12-13 with suggested lunch. It serves like a reminder for everyone to have a lunch break.
<b>Walk &amp; talks</b>	To encourage all Blocketeers to have as many meetings as possible as walk & talks.
<b>SATS live digital</b>	Schibsted Life invites everyone to SATS Live 3 times/week for stretch work out and once a week for cross training via livestream.
<b>Increased “friskvårdstimme”</b>	Pre-corona Blocket had 1 hour/week. Given Corona, the policy has increased to 2, 5 h - to be used 30 minutes/day.
<b>Plomenad</b>	Combining picking litter with a walk. Why not create a team or a company challenge. Who can fill three grocery bags of litter fastest over time?
<b>Someone to talk to</b>	If Blocketeers feel the need to talk to an independent external part there are two options; S:t Lukas and SEB Vårdförsäkring. Information on Blocket Buzz.
<b>Walk &amp; talk pulse survey</b>	A pulse survey is sent to all on Fridays where they are asked how big part of their the past week's meetings have been done during a walk & talk.
<b>Social remote</b>	Some people like having more time for themselves, while others feel alone and isolated. The Social remote program is designed to help people from feeling lonely by having fun together online
<b>Inspirational speaker</b>	Invite an inspirational speaker that can talk about wellbeing in general and the importance of daily movement in particular.