



Navigating the Uncharted Waters

Why communication is key
during the Brexit process

Brexit is an Unknown Journey

On the 1st January, 1973, The United Kingdom joined the European Economic Community (now known as the EU). Today, the EU has 28 members and no country has ever left the EU. That is, until the UK triggered Article 50.

This presents two interesting facts. Firstly, the UK has been part of the EU for 44 years, which means many companies - and the majority of today's workforce - hasn't experienced times outside of the EU. Secondly, as no country has left the EU before, the UK is definitely heading to uncharted waters.

The next two years - and maybe even longer - will be filled with a great deal of uncertainty and change. It's critical during this period that organizations focus on communicating and collaborating with their people, reassuring them on the journey and managing change.

This e-book discusses some of the challenges of Brexit and how Jive can help organizations to stay focused and be agile in times of change.

61%

of people surveyed said their HR department has not kept them informed about the implications of Brexit.

Source: Totaljobs

49%

of people surveyed said they feared for their job security following Brexit.

Source: Totaljobs

The People Impact of Brexit

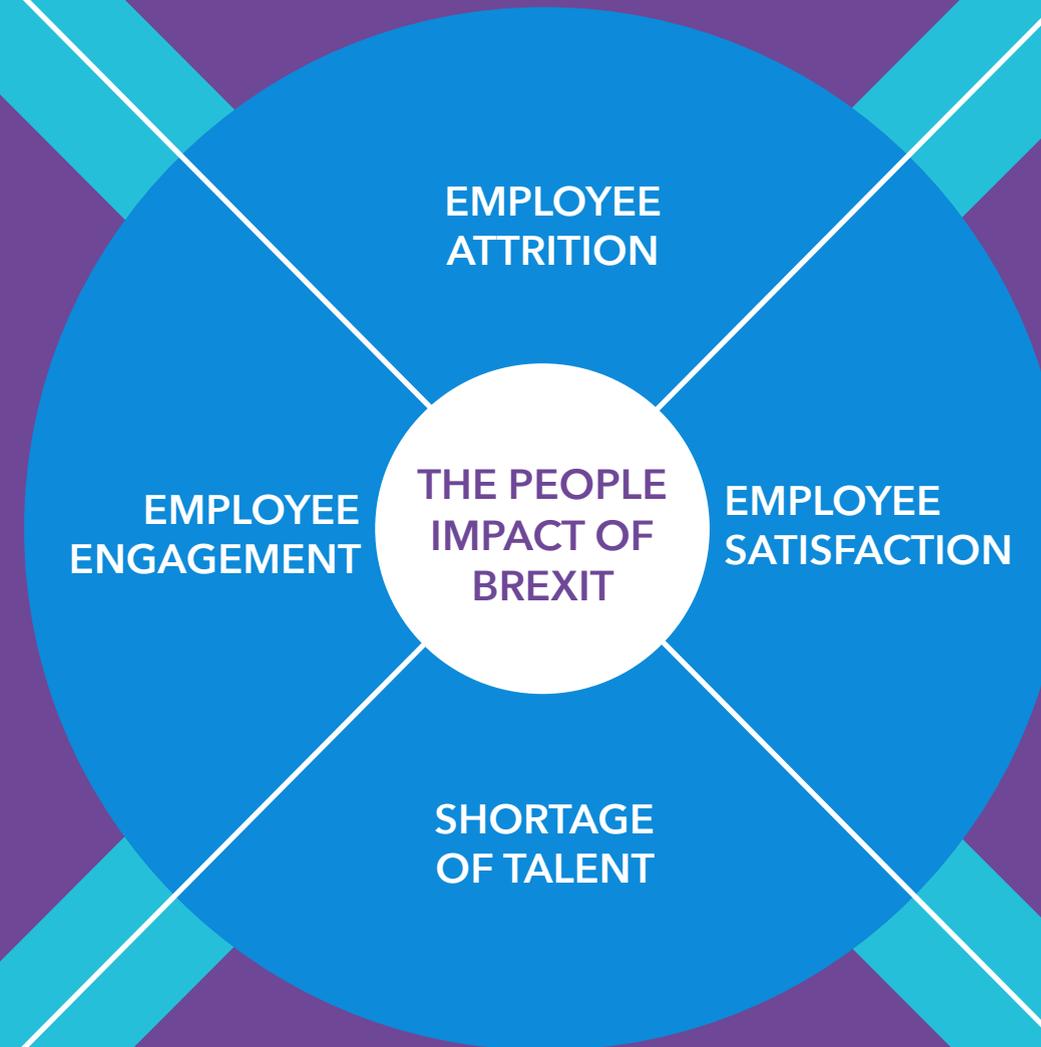
Brexit is not just a government or citizen issue, it will have an effect on every company, its employees and its customers.

Organization Uncertainty

Brexit may force organizations to restructure or change their European HQ. It may also impact which markets an organization can be competitive in, which disrupts the stability of the organization.

Employee Uncertainty

What does Brexit mean to me?
Will non-UK citizens have a job after Brexit?
Is the business at risk due to Brexit?



Employment Changes

Changes to HR policies & benefits will have an impact on people. If these are not managed, they will impact employee satisfaction.

Impact on Recruitment

Both in the short-term and potentially longer-term, employers will see a reduction in talent pools with uncertainty of EU-citizens.

Employee Uncertainty

When employees become uncertain about their future they become less engaged. In the short term, this results in reduced productivity. In the longer term, it could lead to staff attrition and the loss of talent.

It is wrong to think that this uncertainty effects only EU-citizens working in the UK; it's actually far reaching. UK citizens working for you in EU countries have concerns and, most likely, every employee has some degree of apprehension about the impact of Brexit.

From a company perspective, it's hard to tackle an issue that, at present, is unknown. However, for employees, it's far more real and cannot be ignored. You need to communicate, outline the possible options and engage with your people. They need to know that you are looking out for their interests. Do this right and you will actually increase their level of engagement.



Impact on Recruitment

According to the London School of Economics, the UK is already facing a shortage of talent despite the free movement of migrants from EU-member states. A key element of Brexit is for the UK to take back control of its immigration policy which is likely to reduce the flow of talent into the UK.

This will have an impact across all sectors and at all levels. According to ONS Labor Force survey data, in the UK, almost half of EU migrants are employed in skilled jobs. It also poses a significant threat to certain sectors, for example EU migrants constitute 31% of employment in food manufacturing, 23% in domestic personnel and 21% in accommodation.

The competition for talent is going to get tough. Organizations need to focus more on employee satisfaction and engagement - this is key to building a brand as both a good employer and a great place to work. Utilizing community-based solutions to immerse potential candidates in your culture and values is key to being selected above others for scarce talent.

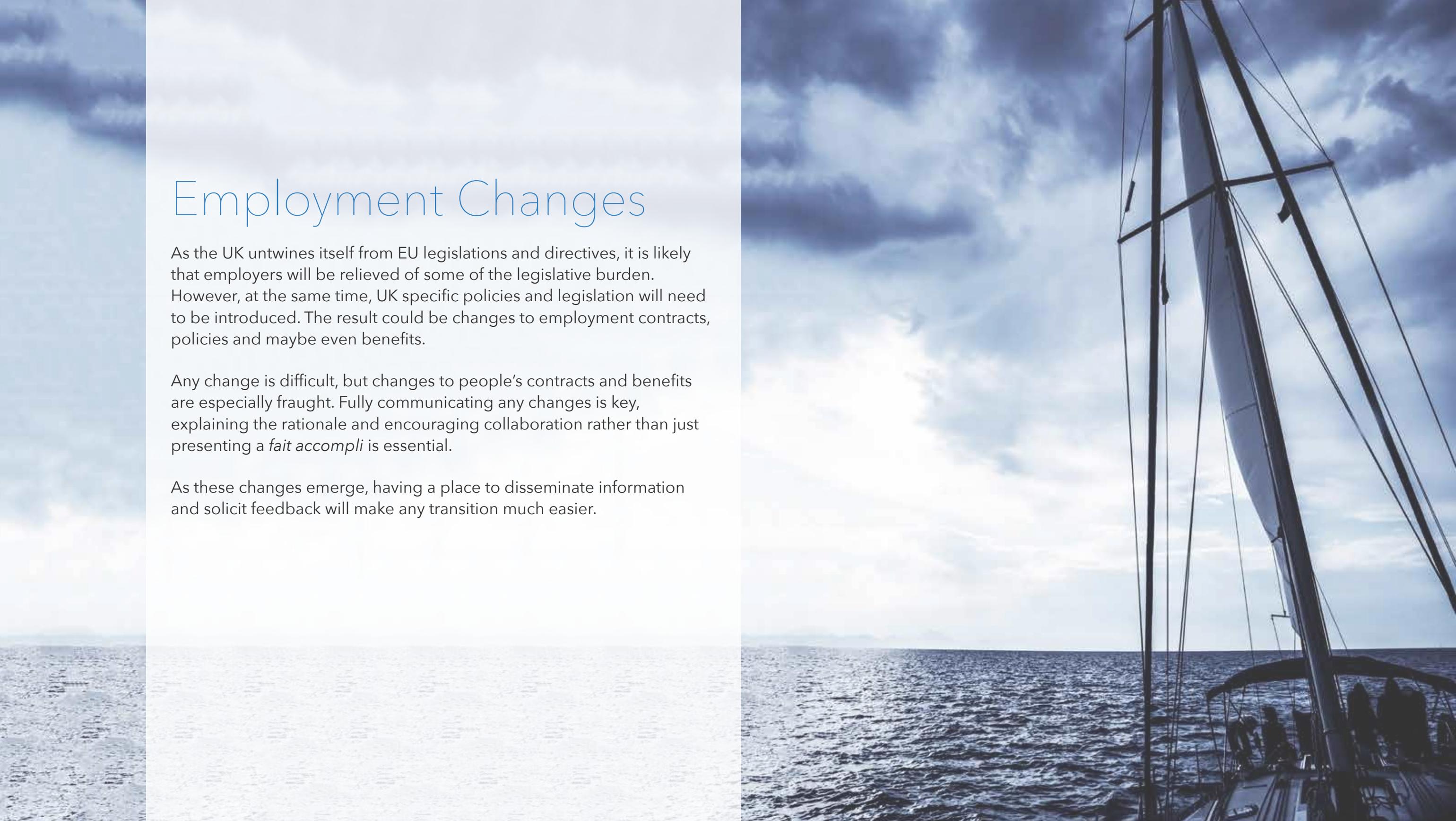


Employment Changes

As the UK untwines itself from EU legislations and directives, it is likely that employers will be relieved of some of the legislative burden. However, at the same time, UK specific policies and legislation will need to be introduced. The result could be changes to employment contracts, policies and maybe even benefits.

Any change is difficult, but changes to people's contracts and benefits are especially fraught. Fully communicating any changes is key, explaining the rationale and encouraging collaboration rather than just presenting a *fait accompli* is essential.

As these changes emerge, having a place to disseminate information and solicit feedback will make any transition much easier.



Organizational Change

As a business, you are likely to be developing numerous strategies to respond to possible outcomes from Brexit. Changes in trade agreements may affect which geographic markets you continue to operate in. Changes in funding and grants may change where you focus your investments, and changes in taxation or duty may even dictate where you locate certain parts of your business.

The only certainty with Brexit is that things will change. Businesses need to be ready for these changes, which will require the organization to be agile and adapt quickly to remain competitive.

The key to agility is a workforce that freely collaborates up, down and across the organization; a workforce where teams share best practice and come together to drive innovation and new ways of working. These traits will all be vital as we navigate the unknowns of Brexit.



How Does Jive Help?

We believe that organizations that utilize Jive will be far better placed to navigate the uncertainties of Brexit. Jive facilitates a collaborative culture in these organizations where communication freely flows up, down and across the organization, people are connected and there is a far greater level of employee engagement.

Jive provides an effective way to communicate what is certain - and even talk about things that are not yet confirmed, without rumor and speculation - with the outcome of reassuring your people. Jive will foster greater collaboration, enabling you to understand what is on peoples' minds and allowing you to address this. With open engagement and collaboration, adapting to changes ahead is easier and can be taken in your stride.

Rather than avoiding the Brexit topic, Jive gives you a platform to drive open collaboration.

There will be inevitable changes in company policies and the way you conduct business. Jive enables you to effectively communicate this change.



Brexit will drive strategic change. Jive enables you to communicate change and ensure employees are aligned.

Jive enables you to be proactive in not only developing talent, but also managing the employee lifecycle - essential during times of change.

Let's Talk

If you would like to find out more about how you could leverage Jive's collaboration hub to keep your employees engaged and informed during the unknown, we'd love to hear from you.

You can contact the Jive team by visiting www.jivesoftware.com or call us directly at **+1-877-495-3700**.





Jive is the leading provider of modern communication and collaboration solutions for business.

For more information, visit www.jivesoftware.com