social edge
CONSULTING

Your Frontline Employee Gap Action Sheet

The Numbers That Matter

- **74%** of frontline workers feel disconnected from their organization
- **69%** use personal messaging apps for work (shadow IT risk)
- **52%** would leave for better career growth at same pay
- **Only 13%** see clear career trajectory at their company

The 5 Gaps Assessment   Rate your organization (1-5 scale, 5 = excellent)

Recognition Gap ★★★★★

- Public peer-to-peer recognition system exists _____
- Achievements are celebrated company-wide _____
- Recognition tied to company values _____

Culture Gap ★★★★★

- Frontline teams feel connected to company culture _____
- Local stories shared across organization _____
- Culture extends beyond HQ _____

Communication Gap ★★★★★

- Two-way communication channels established _____
- Targeted, relevant messaging by role/location _____
- Feedback loops to leadership functional _____

Technology Gap ★★★★★

- Mobile-first tools designed for frontline workflow _____
- Single platform for all employee needs _____
- Consumer-grade user experience _____

Career Gap ★★★★★

- Clear advancement paths visible to all _____
- Skills development opportunities accessible _____
- Career conversations happen regularly _____

Your Priority Gap   *Circle your biggest challenge:*

RECOGNITION | CULTURE | COMMUNICATION | TECHNOLOGY | CAREER

Your Frontline Personas

Name: _____   **Role:** _____

Age: _____   **Location Type:** _____

Gets info from: _____

Frustrated by: _____

Inspired by: _____

Frontline Gap-Closing Framework

Phase 1: Listen & Discover
- **Employee Voice Capture:** Conduct interviews, surveys, and focus groups with frontline workers
- **Current State Assessment:** Map existing processes, pain points, and resource gaps
- **Stakeholder Analysis**: Identify all parties affected by the gaps (employees, customers, management)
- **Root Cause Analysis**: Go beyond symptoms to understand underlying systemic issues
- Calculate cost of current turnover/disengagement

Phase 2: Map & Understand
- **Persona Development:** Create detailed profiles of different frontline roles and their unique needs
- **Journey Mapping:** Document the employee experience from onboarding through daily operations
- **Gap Prioritization Matrix:** Evaluate gaps by impact, effort, and strategic alignment
- **Success Metrics Definition:** Establish clear KPIs for measuring improvement

Phase 3: Design & Strategy
- **Solution Architecture:** Develop people-centered solutions that address culture, communication, and growth
- **Resource Planning:** Identify what's needed (technology, training, processes, support)
- Choose platform requirements (if tech solution)
- **Change Management Strategy:** Plan how to introduce and sustain changes
- **Leadership Alignment:** Secure buy-in and define roles/responsibilities

Frontline Gap-Closing Framework

Phase 4: Pilot & Validate
- **Controlled Testing:** Start with one team, location, or specific gap
- **Real-time Feedback:** Create mechanisms for ongoing employee input during pilot
- **Data Collection:** Track both quantitative metrics and qualitative feedback
- **Rapid Iteration:** Adjust approach based on what's learned

Phase 5: Scale & Sustain
- **Rollout Planning:** Expand successful pilots across the organization
- **Capability Building:** Train managers and HR to maintain the approach
- **Continuous Improvement:** Establish ongoing listening and adjustment processes
- **Cultural Integration:** Embed gap-closing as a regular business practice

Quick Wins You Can Start Today

1. **Recognition:** Create a team communication channel for daily shout-outs
2. **Culture:** Share one frontline success story company-wide this week
3. **Communication:** Set up monthly listening sessions with frontline teams
4. **Technology:** Audit what apps your teams actually use vs. what you provide
5. **Career:** Post internal advancement opportunities visibly at all locations

Key Questions for Leadership Discussion

- Which gap is costing us the most in turnover/productivity?
- What's our current annual cost of frontline employee disengagement?
- How do we currently measure frontline employee satisfaction?
- What budget do we have for employee experience improvements?
- Who will own the frontline engagement strategy?

Resources

- **Book a Free Frontline Roadmap Call**
- **Download the Workvivo Frontline Gap Report**
- **Social Edge Consulting: socialedgeconsulting.com**

Remember: *Every engaged frontline team started with someone asking the right questions.*