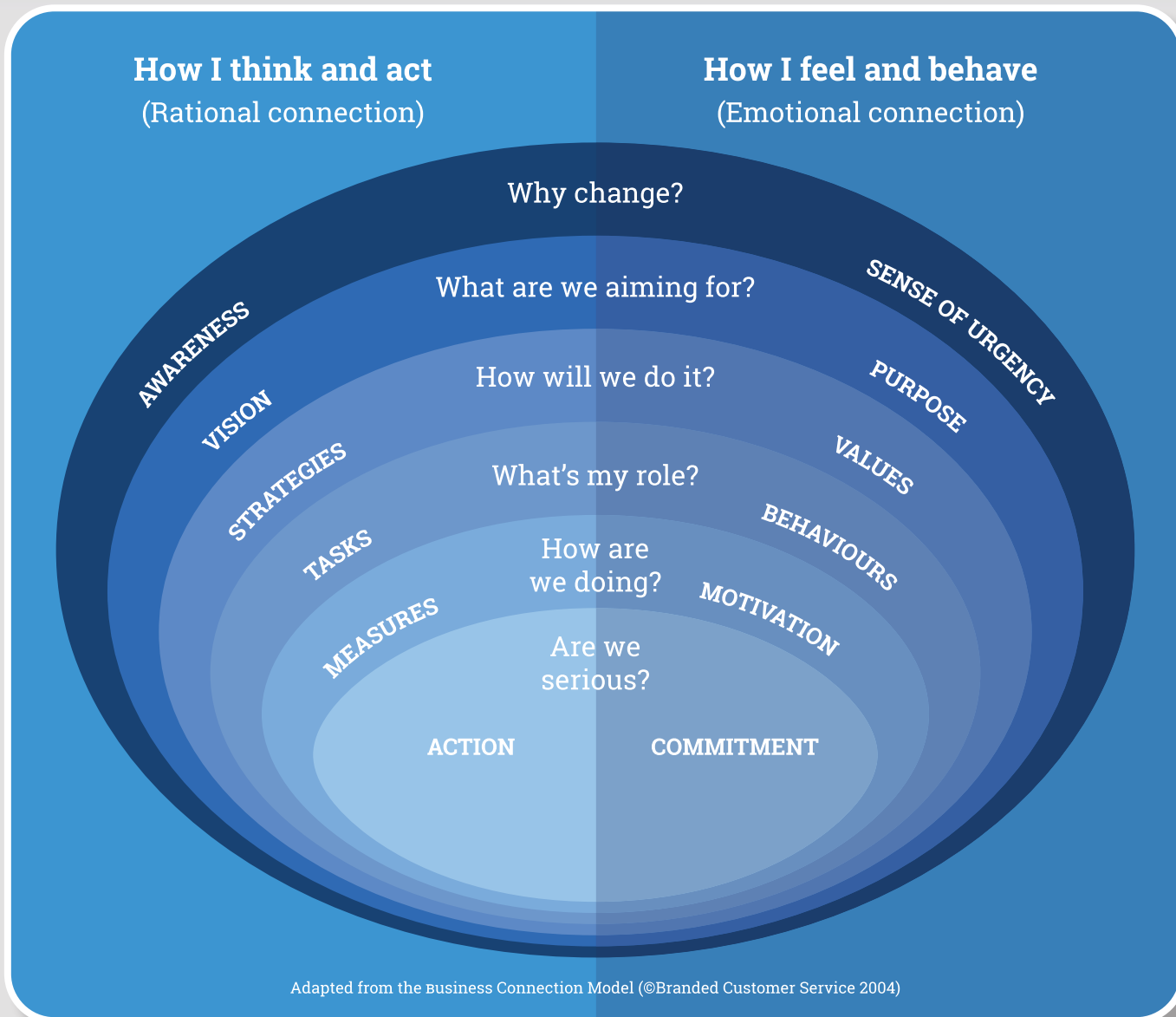


## The Big Picture People's Connections Framework



## Why is understanding the 'Big Picture' important?

**We believe that regardless of the sector or industry your organisation operates within, your employees have four core motivations:**

- 1 *A desire to understand the context for the work they do and how they make a difference.*
- 2 *Wanting to feel part of something bigger than their own roles, teams or departments.*
- 3 *Wanting an emotional attachment to the organisation and the work it does.*
- 4 *A need to feel that there is alignment with what is said and what is done at all levels across their organisation.*

Helping your employees to connect to these core motivations and see the 'Big Picture' is vital. Employees who can see where they fit in are happier, more productive and more loyal to your organisation and the people it serves.

**At The Big Picture People** We create unique, visual communication tools that share the big picture of your organisation with your people. Employees learn how their role and behaviour delivers your key strategic priorities. The result is engaged and aligned colleagues who contribute more.

Get in touch if you would like to find out more!