

Improving Development Opportunities at Booking.com

"Our top talent responded really well to The Garden, in addition to sharing knowledge about development we were able to crowdsource validated suggestions for action."

Marnix Mali, Learning and Talent Director, Booking.com

Objective

Crowdsourcing employee voice to improve development opportunities at Booking.com

Background

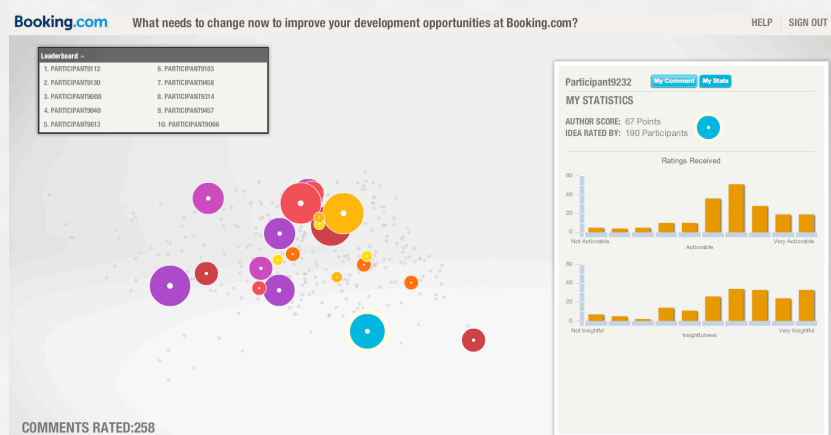
Booking.com is the world leader in hotel and holiday accommodation booking online. Established in 1996, it has 5,000 employees in 100 offices worldwide. When the results of their employee engagement survey revealed a need to focus on providing opportunities for people to develop themselves and their careers, Booking.com wanted to involve their people in coming up with practical solutions.

The Garden

The Garden was distributed to over 600 top performers. Participants were positioned on the basis of their current development situation and opinions. The Discussion question centred on practical suggestions to improve development opportunities and were rated by the community in terms of actionability and insightfulness.

The Results

Over 65% participated in the project. As revealed by the top comments, the community identified three broad themes. People wanted more flexible working so that there was dedicated time for development. Comments also centered on the need for structured action planning to bridge gaps in their development. Lastly, more opportunities for cross-departmental working was proposed as an effective means by which to improve development. Booking.com are now revising their current development plans and aim to incorporate some of the most popular comments into their policies.



The Booking.com Garden