



## Intervention

Using the informal circuit to launch ideas and messages or to gather information.

## Change Phase

AWARENESS / INTEREST

## Description

For example, a manager of a big company that wanted to make employee retention a priority heard of a very good employee who had left the company. He phoned the team manager (two levels below his own level) and said, "If you ever need help to retain a good employee, please let me now." This phone call message spread amongst the company in record time and underlined the importance of employee retention.