

Picking Apples

Ann Hedlund (ahd@du.se), Ing-Marie Andersson, Gunnar Rosén, and Mattias Åteg
Theme Working Life, Högskolan Dalarna, Sweden,

The Attractive Work model was developed by Theme Working Life (Åteg, Hedlund m fl. 2004). To be able to measure attractiveness a questionnaire was developed from the model (Högskolan Dalarna 2004). The overall aim with the questionnaire is to provide a basis for the development of attractive work and workplaces. A change process with the questionnaire as a base has been developed in research and development projects together with SMEs. When following up the process at one company the thoughts about using the model itself, in the form as a tree, as a basis for development of attractive work and workplaces were born. The argument for using the model directly instead of results from the questionnaire was that in small groups, the employees can easily participate in immediate discussions based on the contents of the model. This results in a higher degree of involvement, quicker feedback and a visual representation that is easy to grasp and communicate.

Development of a new method, called Picking Apples, has begun. So far a pilot study has been conducted at one company. The specific aim with the method is to raise the insight about the importance to better take care of the human resources for the organizations sustainability. This creates motivation to develop work for increased attractiveness and increased competitiveness.

The Picking Apples method implies discussions around Attractive Work. One or more groups of employees discuss attractivity in different steps supported by a process leader. A whiteboard where the tree Attractive Work is drawn up is used as support to the discussion. The employees talk about what they perceive as attractive in their work, why that makes their work attractive and what can be done to increase the attractiveness. The most important qualities in the work are identified. The results of the discussions are documented with a camera. Afterwards the results of the discussions are presented to the manager. The results from the pilot study showed that the employees were engaged, and the manager appreciated the method and said that it had resulted in a better dialogue between the manager and the employees.

Högskolan Dalarna (2004). *Frågor om Attraktivt Arbete*. Borlänge: 5.

Åteg, M., A. Hedlund, m fl. (2004). Attraktivt arbete. Från anställdas uttalanden till skapandet av en modell. Stockholm, Arbetslivsinstitutet.