

ADVOCATE. AMPLIFY. ACCELERATE.

Employee Advocacy 2.0

Flavia Bucerzan @ Bosch Romania



PART 1

ADVOCATE

From local buzz
to a national blueprint



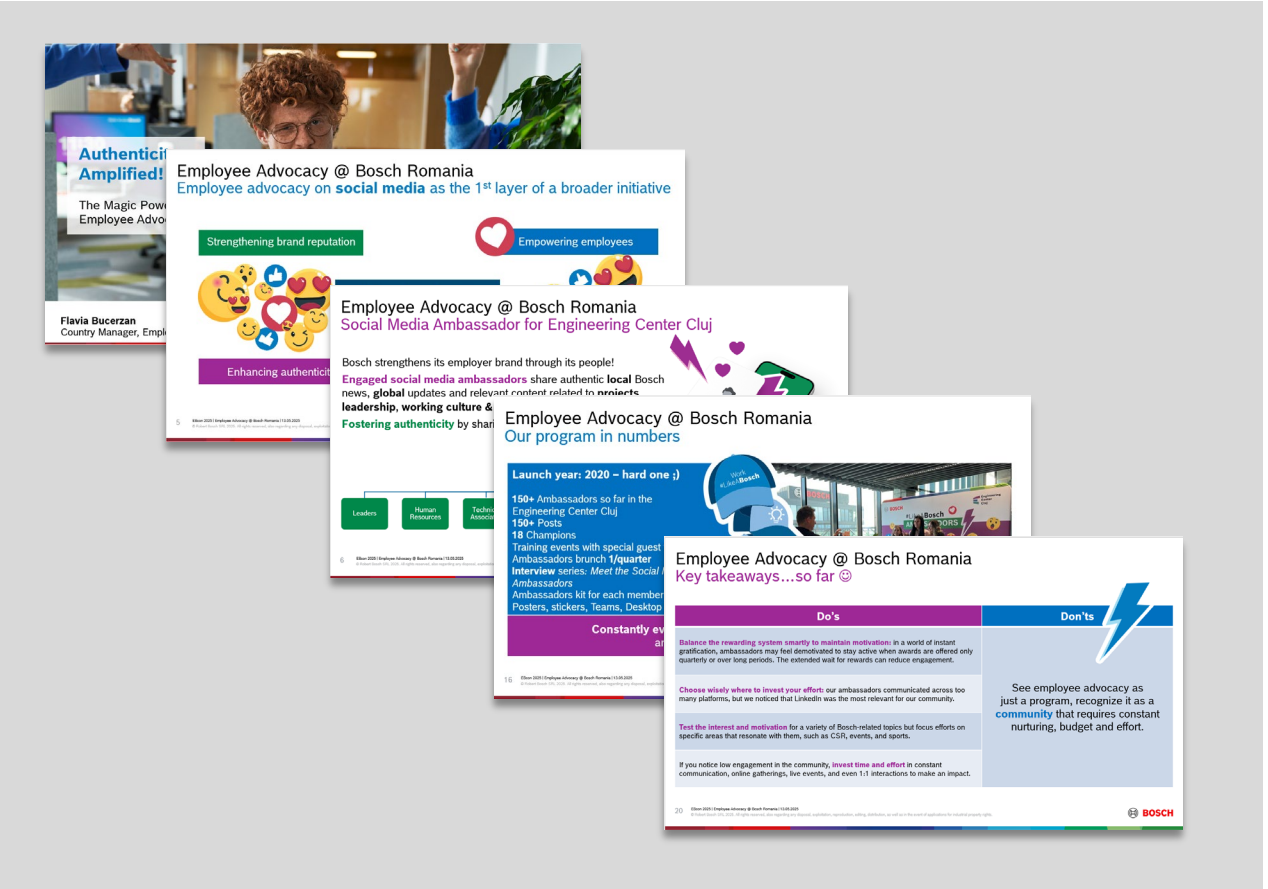
Employee Advocacy 2.0 @ Bosch Romania

A trip down to memory lane...

Last year, we explored the magic power of employee advocacy at our Engineering Center in Cluj.

OUR HIGHLIGHTS FROM THAT INITIAL PHASE

- We learned the importance of creating a **community** and focusing on platforms where our people are most active, like **LinkedIn**.
- Balance the **rewarding** system smartly
- The critical point is not seeing advocacy as just a program, but as a community that requires **constant nurturing**



SO



We got a local employee advocacy program, on social media channels!

THE QUESTION WAS



How do we turn that spark into a fire across all of Bosch Romania



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Our strategic answer - The consolidated approach

HOUSE OF ADVOCATES

THE BUZZERS

TYPE	Social Media
PILLAR	Online Engagement and Brand Awareness
WHY	Drive social media visibility, especially on LinkedIn, Instagram & Facebook, by sharing workplace stories, personal career growth, and Bosch culture highlights

THE NETWORKERS

TYPE	Event
PILLAR	Community and Employer Brand Representation
WHY	Represent Bosch at different level and in universities events to foster partnerships and community engagement

THE EXPERTS

TYPE	Subject-Matter Experts
PILLAR	Knowledge sharing and thought leaders
WHY	Give a front seat to our colleagues who are subject-matter experts in their areas by engaging them as speakers in conferences or in internal and external campaigns

THE BALANCERS

TYPE	Wellbeing
PILLAR	Employee Wellbeing and Work-Life Balance
WHY	Promote health, mental well-being, and a balanced lifestyle through activities, resources, and support systems

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Our activation plan

WAVE 1

AMBASSIFY

Dedicated Employee Advocacy platform, to make it seamless yet competitive & rewarding.

Platform acquired and validated.
Ambassadors first wave integrated.

STATUS Ongoing sourcing and expansion

RESULTS

- 50 Members:
- 3 Coordinators,
- 5 Community managers,
- 41 Active advocates,
- 213 Total personal posts,
- 32 Ready-made social media posts

WAVE 2

THE AMPLIFIERS

12 challenges designed to make our colleagues curious about joining the program.

Currently 4/12 challenges have been launched.

STATUS Ongoing cycle of creation, management and community building

RESULTS

- 321 Participants
- 39 Awards winners

WAVE 3

THE EXPERTS

New layer of the program: technical experts to represent Bosch in various circumstances.

Strategic framework has been defined.

STATUS Work in progress

PART 2

AMPLIFY

The complexity nobody
talks about



The  **AMPLIFIERS**

 **BOSCH**

EMPLOYEE
ADVOCACY SOUNDS
GREAT.

Until you actually try to
implement it.

WE WANT
AUTHENTIC
VOICES,
but we try to
control them.

WE INVEST IN
PEOPLE...
and then worry
they might leave.

WE WANT
IMPACT,
but we struggle
to measure it.



The 
AMPLIFIERS

Employee Advocacy | The complexity nobody talks about

1. Navigating the corporate matrix

IN LARGE
ORGANIZATIONS
LIKE BOSCH,
NOTHING IS SIMPLE.

STAKEHOLDER & BUSINESS ALIGNMENT

from financial services to software development, to support a single, unified advocacy program, with a ONE Bosch message.

COMPLIANCE & GOVERNANCE

ensuring all documentation and shared content is compliant with both internal and specific legal standards.

VALUE & JUSTIFICATION

proving the program's financial value to justify investment in a complex corporate environment

RECOMMENDATION

Take into consideration the extra time that some legal & admin aspects might require.

Employee Advocacy | The complexity nobody talks about

2. The “Wrong People” problem

IT'S OK
Not everyone should
be
an ambassador

**COMMUNITY
MANAGERS**



**JUST SOCIAL MEDIA
PEOPLE**
(Community managers
are a must!)

AMBASSADORS



**VOLUNTEERS, rather
aligned voices**

**RISK OF NOT
HAVING THE RIGHT
AMBASSADORS** →

- Wrong tone
- Lack of credibility
- Forced participation

RECOMMENDATION

Community managers should
be accountable
& proactive.

Advocates should be the right
fit, not just volunteers +
constant participation

Employee Advocacy I The complexity nobody talks about

3. Leadership: The silent dealbreaker

IF LEADERSHIP
IS NOT IN,
**THE PROGRAM
IS OUT**

**WHY
LEADERS
DON'T
ENGAGE**

- Fear of visibility
- Lack of time
- Unclear personal benefit

REALITY



Advocacy
without
leadership

=

Tactical, not
strategic.

RECOMMENDATION

Activate the few leaders that actually engage with the program, from the beginning.

Employee Advocacy | The complexity nobody talks about

4. The fear nobody admits

WHAT IF WE INVEST...
AND THEY LEAVE?

We invest in visibility +
personal branding

PERCEIVED RISK

“We’re developing
them for others”

RECOMMENDATION

Reframe the conversation from risk to ROI.

And remember, alumni can become a powerful external advocacy network.

Employee Advocacy | The complexity nobody talks about

The proof is in the progress: Our ROI story

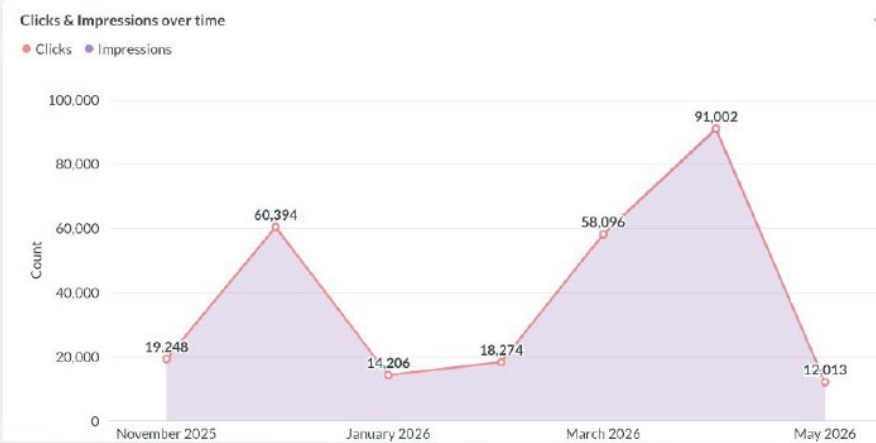
€13,250

Earned Media Value

The amount we would have spent on ads to achieve the same reach. This is the direct value our advocates created.

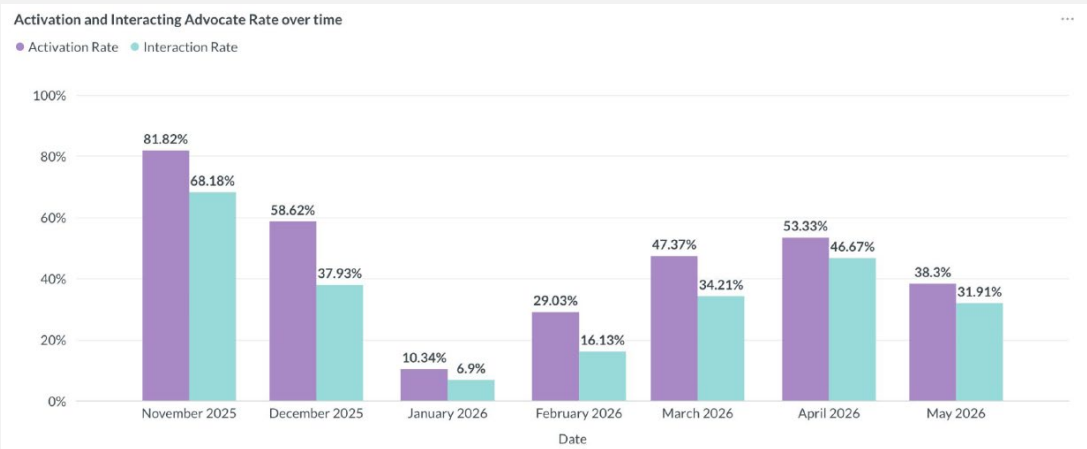
Exponential Reach

Reached over **91,000** impressions.



Growing Engagement

Achieved over **53%** activation rate within our core advocate community.



Employee Advocacy | The complexity nobody talks about

The proof is in the progress: Our ROI story

321

Participants to internal monthly challenges

50

Advocates

45

Total Awards



New month, new challenge for The Amplifiers!

Dear colleagues,

We are happy to see so many entries in the March challenge and we would like to congratulate the winners once again! As announced, every month we will come to you with a new challenge, and with 10 new prizes that you can win, by entering the raffle.

This month's challenge
Celebrate your learning journey! Share a memory of a specific learning experience or a mentorship within Bosch Romania, whose guidance was instrumental in your professional development, by creating a post on LinkedIn.



PART 3

ACCELERATE

The path to Advocacy 3.0



The inevitable question: Why do we keep going?

The real question isn't *Why Continue?* it's *How Could We Stop?*

DO WE STOP ADVOCACY IN DIFFICULT TIMES?

REFLEX

Stop everything! Because stopping is easier. But wrong.

REALITY

- Silence can damage trust!
The risk is not that people will speak.
The risk is that they won't.
- Employees remain voices anyway.

DILEMA

- Control vs Authenticity

RECOMMENDATION

Silence the noise, follow your business & employer branding objectives.

The future is not about IF, but HOW?

The path to Program 3.0.

STRUCTURE IS KEY FOR SCALING.

Moving from everyone together to targeted, high-impact groups of advocates. Our 'House of Advocates' was our blueprint.

EMBRACE COMPLEXITY, DON'T IGNORE IT.

The challenges we discussed are not roadblocks! They are signposts.

LET DATA DRIVE YOUR DECISIONS.

ROI data silences fear and justifies investment.

THE GOLDEN RULE: BE FLEXIBLE AND ADAPT.

Our program is not static; it's a living, breathing initiative that evolves with our people.

YOUR
TURN!



The 
AMPLIFIERS

 BOSCH