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3 uses video to meet staff consultation rules

15 February 2005 00:00 This article first appeared in Personnel Today magazine. **Subscribe online** and save 20%.

**Mobile phone operator 3 is using its video technology to communicate with employees and comply with forthcoming information and consultation legislation**

Mobile phone operator 3 is using its video technology to communicate with employees and comply with forthcoming information and consultation legislation.

The directive, which becomes law in April, requires organisations employing more than 150 people to regularly inform staff about the company's economic situation and consult them on decisions likely to affect their employment prospects.

With this in mind, 3 regularly sends video messages to its 2,700 employees from the chief executive, in addition to e-mail newsletters and online opinion forums. Under the initiative, implemented by HR consultancy Getfeedback, video messages are also used for team briefings.

John Vickerman, people and property director at 3, said: "It is our preference to talk directly to employees. Most of our staff have no time for meetings."

**www.PersonnelToday.com**

Thursday, 07 August 2008

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