



FLINT 
empowering change

ETHICAL TRADE ORGANISATION

CASE STUDY

IGNITING CHANGE FOR YOUR BUSINESS

PREPARED BY FLINT CHANGE LTD

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ETHICAL TRADE ORGANISATION CASE STUDY

'A very practical approach to genuinely embedding Values'



The Story - *What was going on?*

As a very ambitious, people-centred organisation, this client had already defined a new 5-year growth strategy. To deliver this, there was a need to transform their culture and ensure (omit 'that') they brought their people with them.



The Problem - *What did they need?*

We soon discovered people were engaged, talented and driven. They were also deeply passionate about the organisation, but felt the existing Values weren't fit for purpose, widely known or lived out.



The Solution - *What was our approach?*

To align people with delivering the strategy, we evaluated the existing Values by working through our Ignite Change Audit, making bespoke recommendations.

Working collaboratively with individuals at all levels we crafted and defined a new set of Values which were relaunched and a plan defined to embed them. This included the creation of a Values Handbook, full of useful, practical information about the Values and what staff need to do differently. We also:

- Created a short launch video to engage and capture attention
- Identified Values ambassadors to ensure that the ongoing communications plan came from within not above
- Held Values workshops to engage managers

OUR UNIQUE APPROACH



How we used the Flint Change 4 Step approach

01 EXPLORE

Using our Ignite Change Audit, we started by looking at the client's existing Values. We spoke to team members at all levels, exploring the extent to which these Values were known. Via virtual meetings, we explored all areas of the Flint Change culture wheel to really get under the skin of 'how we do things around here'.

02 ENGAGE

We consulted with representatives of cross-functional teams from around the world. By engaging with their people, we developed bespoke interventions and actions, including creating and embedding a new set of Values. Our approach was adapted to suit their unique needs, ensuring all information was translated into other languages to support regional teams. We arranged regular updates and held Values workshops to engage managers in really understanding how they could support their teams to live these out.

03 EMPOWER

It was fundamental to empower the teams to embed these Values. Tools were created to support this: a new performance suite was developed as a practical mechanism to measure and embed Values; managers were trained in an ongoing programme, talking openly with their teams; and finally we created a behavioural framework for team members to work through and progress.

04 EXPERIENCE

Due to Flint Change's unique Explore approach, we listened up front to the obstacles to embedding Values and what the concerns were. All our interventions addressed those concerns, the teams' hopes, and what they were inspired by. This meant that when the new Values were launched, there were no big surprises - everything was co-created, in line with expectations and made accessible to all.

ABOUT US

At Flint Change we take a fresh approach to helping manage any organisational change. Whether it be corporate start-ups, strategy implementation or business as usual, we are all about engaging teams and helping translate strategy or culture into what it means for your people.

ARE YOU READY TO IGNITE A CHANGE?

Flint Change provides the tools and frameworks to support businesses set strategy and translate it into 'what it means for me' both for leaders and individuals in their teams. This means employees know what to do, how to do it, why it's necessary and the deadline! In turn, organisations benefit from higher employee engagement and an increase in performance. Our toolkit offers simple methods to equip businesses to take their people on the same journey, engage them in their plan, and - potentially most importantly - track their progress against that plan in a bespoke and energetic way.



CLIENT TESTIMONIALS

All in all - great to work with!

Claims Director - NHBC

"Working with Flint was a terrific experience. From the outset they demonstrated a great understanding of the problems we faced and what we wanted to achieve. The strong focus on outcome was so key in helping us deliver some amazing results. We saw greatly improved customer satisfaction and employee engagement as well as cultural changes which led to improved ways of working. They worked with us during a challenging time and their assistance in shaping our improvement strategy and supporting plan was a key element in our success."



"I highly recommend them as
a team and the work they do"

CEO and Founder – The Creative Square

"I brought in Flint to work with me and the team and they have gone above and beyond. They have brought their considerable experience to my company and created clarity around mission, vision, compensation structure, reporting and accountability to name but a few. They have provided a fantastic service."

OUR TEAM

Flint Change was established in 2014, and since then Alex Walker has been supporting Leadership teams to create the optimum environment to implement change. In 2020, Lucy and Marianne joined the team and bring their broad set of skills to create a truly collaborative approach, working together to support you with Customer Experience, Employee Experience and Change Management.



Alex Walker

Alex is a Business Psychologist and Non-Executive Director with a background in HR and customer operations. She has a proven track record in creating behavioural and cultural change for tangible business benefits, having worked with brands including Mandara, NHS, NHBC, Open University, Miele, Virgin Mobile Australia and GE Healthcare.



Lucy Palmer

Lucy's experience combines programme management skills with commerciality. She has implemented strategic change programmes in everything from customer experience evolution and commercial development to culture change and employee engagement. Brands she has worked with include Vodafone, Mars Inc, HGS and HSBC. She gained an MBA in 2009.



Marianne Avery

Marianne is deeply passionate about the customer. At Barclays she was responsible for aligning customer experience across the offshore Virtual Channel Teams as well as building a culture where colleagues were customer advocates. Previously she has managed partnerships and new product development teams as well as large scale programmes for clients including Virgin Mobile Australia and Ford Inc.