

EMBRACING VALUES TO SHARE OUR 2020 JOURNEY TOGETHER



FOUNDED IN 1887 FRANK ROBERTS & SONS LIMITED HAS GROWN FROM HUMBLE BEGINNINGS AS A GROCERY SHOP TO DELIVERING MORE THAN 3.5 MILLION FRESHLY BAKED GOODS AND SWEET TREATS EACH WEEK, ALL LOVINGLY MADE FOR CUSTOMERS ACROSS THE MIDLANDS, NORTHERN ENGLAND AND NORTH WALES.

"OUR VALUES OF: QUALITY, COURAGE, COMMUNITY, NURTURING AND TOGETHERNESS SHAPE THE 'SOUL' OF OUR BUSINESS".

CASE STUDY:
FRANK ROBERTS & SONS LIMITED



THE CHALLENGE

The Family Directors and Operations Board were determined to engage all employees and align them with the family values in an experiential way.

THE SOLUTION

Brathay's expertise in the design and delivery of powerful experiential learning programmes made us the perfect partner for Frank Roberts & Sons Limited, facilitating both residential and off-site events directly linked to their family values.

A series of programmes, 'Shaping our 2020 Journey Together,' are being delivered over a three year period in close partnership with their organisation development team. Each programme includes a Family Director and a member of the Operations Board, to emphasise the strategic importance of the programmes.

Each family value is brought to life with an interesting and memorable challenge that enables staff to consider what the value means to them personally and how it fits in their part of the business.

OUTCOMES

Since the introduction of the programmes the business has seen improvement in employee engagement and this is reflected in the latest engagement survey results.

The programmes provide staff with a rich mixture of alignment to the values, a clear understanding of the direction of the family business and time for personal reflection in a safe and positive learning environment.

Each team produces a 'Magnificent Mosaic' tile to express what the values mean to them. These mosaics are all proudly displayed in their head office.

"IT WAS AN AMAZING PROGRAMME. IT WAS GREAT FUN AND I ENJOYED THE CHALLENGES THAT ENCOURAGED ME TO PUSH MYSELF. IT WAS A REALLY SUPPORTIVE SETTING AND I FEEL I HAVE RETURNED TO WORK MORE POSITIVE AND CONFIDENT".

"JUST WHEN I THOUGHT I COULDN'T EXPERIENCE ANY MORE, THIS CAME ALONG. ABSOLUTELY EXCELLENT!"
