

> **advance**  
BUSINESS GROWTH

# ENGAGING PEOPLE

We designed and delivered an employee engagement toolkit, that improved the culture and financial performance of a FTSE 200 company, employing over 1200 people, as audited by a top 5 UK accountancy firm.



**Confederation of British Industry 'Doing more with less'** Excerpt: October 2009

“This year has been challenging both for government and for business... Nonetheless, it looks as though the worst of the recession may be behind us... Beyond the recession, the drivers of economic growth will almost certainly be different to the recent past, with consumer and government spending expected to be more constrained. So business investment... will need to make a much greater contribution to economic growth.”

#### **Advance Business Growth**

We help you to achieve growth in four key areas:

- Strategy, Brand and Culture
- Work Winning
- Improving Delivery
- Engaging People

#### **Doing more from less by being better with less**

Simply doing more is an assumption that businesses can actually achieve more without being better at what they do.

With less opportunity and greater competition, Advance Business Growth prepares your organisation for new market opportunities and challenges.

#### **And you get?**

- Clear direction and improved leadership
- Greater certainty from a growing and higher quality pipeline and order book
- Profit growth by reducing waste
- The hearts and minds of your people and your customers

**On average across 50,000 companies, research showed that only 11% of employees were motivated – you know who they are!**

**Wouldn't you want to win the hearts and minds of the 76% who withhold their discretionary effort?**

(13% have 'left the business' but are still employed)

We connect the people in your organisation to the rallying point of your brand, which encourages people to grow and work together towards a common purpose.

**What you get from working with Advance:**

Our programmes are proven. What you get is strong people and team development:

1 We guide you to find and develop the right qualities in people. Here are ours:

**Trust**

We trust first to build a relationship

**Honesty**

We are clear about what we are good at and what we are not good at

**Challenge**

We give and accept challenges to improve each other's performance

**Fun**

We all want a climate in which creativity can thrive and generate innovation

**Openness**

We ask for and give feedback for the sake of our improvement

2 You get self confident, self-aware people who grow your organisation

3 You get sustained growth, through improved management and leadership style, skill and competency

4 You seek out authentic people who will lead from your shared purpose, values and behaviours

5 Corporate social and environmental responsibility and sustainability competitively driven by your people

**What's your situation?**

We work with shareholders, senior directors, executive and operational leaders, at an organisational, team and individual level to bring clarity, direction and focussed action for developing your people.

We have the programmes to help them. Money you invest in these people returns many times over. We suggest you stop investing to fix under performance and start investing in the people who have proved their over performance already. These people will lead the rest out of their complacency - they will change the people or change the people!

**Talk to Advance**

Your organisation is missing out on 76% of your employees who could contribute more towards improving your performance.

**Our customers tell us some of their problems:**

**1 Employee engagement**

We feel we need to change the climate in our organisation but don't know where to start.

We carry out surveys but how do we get real feedback from our people?

**2 Training and development**

Recruitment is so expensive, how do we develop our existing people?

How do we make sure we retain our good people?

**3 Performance management**

We are struggling to make our Performance Management process deliver mutually agreed people improvement

We've lots of key performance indicators but it's difficult to see where to focus

**4 Event and conference management**

We need to refresh the way we approach our people events to avoid the 'seen it all before' principle

Our events and conferences lack drive and rarely achieve any change in performance

**5 Culture**

Our positive culture only exists in the top 10% of the management team and not throughout the organisation.

We need to match our customers expectations and need to do things differently

‘It (recession) has also provided the stimulus for companies to re-think themselves and re-evaluate their future – allowing them to make organisational changes that will position them for the upturn and beyond’

Source: ‘The shape of business the next ten years – CBI November 2009

#### **EMPLOYEE ENGAGEMENT**

##### **The Design Council**

Designing Demand is a key tool to improve the competitiveness within the UK'S Small and Medium sized Enterprises. Advance, in supporting the Design Council, designed and implemented an online web based community for the sharing of knowledge and experience, transfer of skills for Continuous Professional Development and to maintain a positive exchange of communication across over 100 Design Associates and supply chain partners.

#### **PERFORMANCE MANAGEMENT**

##### **Walsall Metropolitan Borough Council – Street lighting PFI**

A 26 year contract where Advance is engaged in guiding continual improvement through operational performance, in order to meet the aims and objectives of the Council and the Highways Agency in respect of best practice.

#### **LEADERSHIP AND MANAGEMENT DEVELOPMENT**

##### **Institute of Leadership and Management (ILM)**

Advance is an accredited ilm centre for management and leadership programmes. Our programmes are built around our clients' specification and can attract credits under the Qualifications Framework leading towards a full degree. We deliver work based activities in a variety of blended learning formats to deal with the challenges currently facing businesses. Our programmes are delivered by consultants who are experienced business people who understand the pressures and needs of individuals and organisations

#### **EVENT AND CONFERENCE MANAGEMENT**

##### **Tarmac**

Advance designed and implemented creative, themed events that defined their strategic vision and engaged their management community to deliver new initiatives and drive continual improvement ...and have some fun!

#### **CULTURE**

##### **Project Allenby Connaught, Aspire Defence Ltd**

An £8billion MoD PFI project providing accommodation and services for the British Army of the Rhine, returning to seven locations at Aldershot and Salisbury Plain. The parties involved were British, French and American and we designed and developed a model of collaboration and evaluated the partnership and culture through a Collaborative and Relationship Toolkit (CaRT)

## > advance

ST MARY'S HOUSE  
CHURCH STREET  
UTTOXETER  
STAFFORDSHIRE  
ST14 8AG

TELEPHONE  
+44 (0)1889 561510

FACSIMILE  
+44 (0)1889 561511

EMAIL  
[enquiries@advance-consultancy.com](mailto:enquiries@advance-consultancy.com)

WEBSITE  
[www.advance-consultancy.com](http://www.advance-consultancy.com)

We work with shareholders, directors and operational leaders at an organisational, team and individual level to bring clarity, direction and focussed programmes to develop your organisational development.

**Talk to us about how we can help you to design programmes with your H.R. or 'People Team' to enable and empower your people to understand and deliver your organisations growth objectives.**

**“Fun, honest and challenging”**

Engineering customer