



Cultural Induction Programmes

Our client had identified the core distinctive elements of its offering, was embarking on a period of rapid growth and needed new joiners to 'hit the ground running'. It was seen as vital that joiners at all levels and localities should both understand the business strategy and get actively involved with the process of building a consistent national brand based upon customer service levels which would be best in sector.

VBL designed and delivered a national Cultural Induction Programme which ran monthly. It combined standard presentation elements with active team-based learning techniques.

Features

- ▼ Consistent, unified induction experience irrespective of region or department
- ▼ Clear understanding of strategy from the outset
 - Purpose & Direction
 - Key objectives
 - Brand, values, ethos
- ▼ Powerful emotional engagement with corporate approach
 - Benefits of team-working
 - Growth of cross company knowledge & trust
 - Sense of involvement, value, belonging

Outcomes

- ▼ Programme in 3rd year of continuous monthly operation
- ▼ 1500 people inducted since 2004
- ▼ Company has doubled in size and quadrupled its share price
- ▼ Employee churn rate reduced by 7%



"Taste of Rok has been a fundamental part of our success - both in engaging the staff and reducing our staff turnover. Everyone starts by understanding the key aspects of Rok, our business model and our values. VBL have played a vital part in ensuring that everyone gets the best possible start in Rok."

Garvis Snook -
Chief Executive, Rok

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