

COMMUNICATING VALUES THAT HIT DIFFERENTLY

THE NUTSHELL

We helped RS Group show its people around the world how new values and behaviours would deliver their strategy.



1
WE ARE
ONE
TEAM

★
WE
DELIVER
BRILLIANTLY

✓
WE DO THE
RIGHT
THING

↗
WE MAKE
EVERY DAY
BETTER



THE BIG NUMBERS

4 NEW VALUES AND BEHAVIOURS TRANSCREATED INTO 11 LANGUAGES

1 JESTEŚMY JEDNYM ZESPÓŁEM
★ DOTRZYMUJEMY SŁOWA
✓ POSTĘPIEMY SŁUSZNIE
↗ Z KAŻDYM DNIEM STAJEMY SIĘ LEPSI

1 เราคือ ทีมงานที่เป็น หนึ่งเดียว
★ เรา สอนอบรมผลงาน ที่สอดคล้อง
✓ เราทำ สิ่งที่ดีทุก อย่าง
↗ เราทำให ้ ทุกวันเป็นวัน ที่ดีซึ่ชกว่าเดิ

1 SME JEDEN TIM
★ PRINĚAME HODNOTU A KVALITU KAŽDÝ DEŇ
✓ ROBĚME ČO JE SPRÁVNE
↗ ZLEPŠUJEME SA KAŽDÝ DEŇ

30%

OF THE ENTIRE GLOBAL WORKFORCE INVOLVED IN GATHERING THE INSIGHTS

4 FOCUS FORTNIGHTS, EXPLORING EACH VALUE IN TURN

THE INSIDE TRACK

Creating one consistent employee experience for 9,000 global colleagues takes alignment behind a single story. But as RS Group grew, some teams had different values and some didn't have any at all. So we helped co-create a new set of values that represent the behaviours and mindsets needed to take the organisation to the next level.

Those values had to land with everyone, everywhere: from on-the-road salespeople and warehouse workers to team leaders and senior managers. That meant a rich campaign spanning digital channels, interactive tools, conversations and ambient media. And to help them ripple right around the world, we transcreated everything into 11 languages.



People learned more through a values reflector – a digital quiz to reveal which values came naturally, and which took a little more effort – while we tooled up managers with training sessions and facilitator guides to help them get deep in discussion with their teams.

The result? The values are showing up at all levels of the business, are a key part of day-to-day recognition on Viva Engage and are helping drive positive results in RS Group's regular pulse survey.

THE REACTION

Big thumbs up for the values. They've been really well received! Huge thanks to all of you for bringing us to this point. It's such a great piece of work and a tremendous milestone. I'm really proud of it all.

KATHRYN ANDREWS,
COMMUNICATIONS DIRECTOR

