



## Employee engagement case study

# Engaging staff at Keystone UK

### About Keystone UK

Keystone UK is the UK arm of the international Keystone organisation. Keystone UK provides sourcing, warehousing and distribution services throughout the UK from 4 sites. Its primary customer is McDonalds ensuring all restaurants are fully stocked with ambient, chilled and frozen goods

### The Challenge

Keystone UK had participated in Keystone International's annual staff survey but the HR Director and UK MD were not convinced that the results gave them sufficient confidence that the existing organisation development plans would support the 5 year growth plan. They wished for more evidence upon which to fine tune plans.

### How People Insight helped

After initial discussions it became clear that rather than just collecting evidence the method adopted could have a major impact on staff engagement. We therefore adopted a focus group approach to allow staff and managers the maximum opportunity to provide stories that would enable us to measure if the espoused vision and values of the Keystone were being delivered in practice and powering the development of the business. We undertook a quick quiz to check on the understanding of key messages, collected stories and asked invited contributions on what to do in the future.

These stories were reproduced using scribing techniques to give a visual record which provide a powerful method for ensuring common understanding and lead more quickly to action.

### The Results

We were able to evidence that Keystone UK was a good company with an engaged workforce and that a few interventions and changes in approach would enable it to continue on its journey to being a great organisation and achieve its business strategy. This included an emphasis on the personal responsibility of all employees to manage communication. People Insight continues to help develop these skills and behaviours by providing an innovative 1 day communication skills course using Forum Theatre techniques and professional actors.