



Employee Engagement: British Nuclear Group Project Services

British Nuclear Group was established in 2004 as a wholly owned subsidiary of BNFL to provide the necessary focus for decommissioning and clean-up of the UK's historic nuclear legacy. British Nuclear Group Project Services was an integral part of the organisation providing engineering services, products and know-how to internal customers and now crucially to external customers in a newly competitive market.

Challenge:

This was a business that had already been through significant change in the preceding years. The Executive Management Committee recognised that its success and sustainability in the commercial arena was as much reliant on the employees total understanding of the business strategy and their commitment to outperform the competition and consistently meet or exceed customer requirements, as it was on the products and services offered. Our challenge was to find an effective mechanism for engaging the whole workforce across numerous UK locations. The requirement was to motivate and empower employees in order to create a culture that ensured full alignment of internal actions with external expectations.

Solution:

The 'Work to Win' theme was developed and endorsed by the Executive not merely as a campaign but as the British Nuclear Group Project Services 'way of doing business'.

We created and facilitated an effective two-way engagement process drawing on the talents of individuals within the business to communicate and motivate their peers into a common way of doing things to support business improvement. A visual identity provided the necessary focus for the programme as something different supported by clear guiding principles and a robust structure.

Our client:



Client benefits:

- An effective two-way flow of information between the Executive and employees
- A shared understanding of business strategy throughout a complex and multi-location business at a critical time in its development
- An ongoing mechanism for employee engagement and involvement

Contact us:

For more information about our strategic communications work and other areas of expertise, don't hesitate to get in touch:

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Testimonial:

"You devised and established a sustainable employee engagement programme, 'Work to Win', which has gone from strength to strength helping us through a period of turbulent change in the nuclear industry and our business in particular."

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