



Case Study - Compass Group

Bringing the vision and values to life for over 35,000 employees

Compass Group is one of the world's largest foodservice employers with over 360,000 people in almost 100 countries. Their brands include Upper Crust, Harry Ramsden's, Moto and franchised brands such as Burger King and Pizza Hut.

The Board recently developed a new vision and set of values to help motivate their people and harness all their businesses behind a strategy for success. They approached us to 'bring it to life' and develop senior management support. A key focus of the project was securing behaviour change that would positively impact on the customer.

Our work involved creating an internal brand, working with senior managers on key messages and developing materials for communicators who would be encouraging their employees to reflect the values in their day-to-day activities. We also developed a communication programme for a leadership conference to kick off the internal brand launch and engender senior management commitment.

"In the run up to our senior management conference, amidst the usual whirlwind of last minute changes and decisions, James and team were always ready, willing and able. The materials they developed have been invaluable in helping us to communicate our new vision and values world wide".

Tim Small
Director of Internal Communications & Employee Brand
Compass Group