



Case Study - Royal & SunAlliance

Creating events to engage your people

Royal & SunAlliance is one of the world's leading multinational insurance groups, employing around 26,000 people in 34 countries. The Group has recently redefined its strategic direction to focus on general insurance and adopted a number of key priorities to improve delivery and strengthen its position in an increasingly competitive market.

As part of that focus and with a climate of some challenging employee feedback, the new Group Finance Director George Culmer realised there was a need to get his team together to clarify the direction the function needed to take and how individuals could help contribute.

Two events were to be run within very short timescales; the first for all employees of the Group Finance function, and second for finance leaders from around the Group. To meet the timescales, the in-house team invited HarknessKennett to provide support across all aspects of event organisation including conference design, message development, speaker coaching and production management.

The two events were quite different. As the Group Finance team had never previously met together, George Culmer was keen that as well as sharing business plans, it was important to build a real camaraderie. This was achieved through a mix of team activities, strategic presentations, and evening entertainment. Whilst the leaders conference echoed similar business priorities, the emphasis was on building relationships across the Group, and as such involved a mix of information giving sessions and more interactive working sessions.

Using pre-conference survey research HarknessKennett designed tailored events which tackled issues considered critical by the all the participants. Post-event evaluation demonstrated substantial improvements including understanding of business strategy and link to individual roles, employee motivation and management communication.

"Without the support and guidance from HarknessKennett there is no doubt that we would not have been able to produce such high quality events in the demanding timescales. The response has been fantastic, and we managed to achieve in two one-day events what would otherwise have taken months. HarknessKennett helped us to run informative, entertaining and productive conferences focussed on the key issues for our business."

George Culmer
Group Finance Director
Royal & SunAlliance