

Case Study

BRINGING A COMPANY'S VALUES TO LIFE
COORS BREWERS LTD



Background

Coors Brewers' new vision and values had been launched to employees at a programme of face-to-face events. To maintain the momentum and commitment gained at these successful sessions, a communication campaign was created by Lesley Allman, then Director of Corporate Communication for Coors, to embed the company's values into everyday working life.

Objectives

Coors Brewers needed a communication campaign to:

1. Bring its values to life and continue to build employee engagement.
2. Encourage all employees to embed the values into their everyday business practices.
3. Create a mechanism for recognising positive values behaviours.

Approach

Consultation with employees identified that people wanted the values to be more meaningful to their day to day work life, cost effective and impactful. Emphasis was placed on applying an informal tone, designing distinctive graphics and the use of a handwritten style to help keep the message personal and accessible.

Actions

- New symbols and definitions were created to translate the existing values into easy to understand every day language.
- The campaign was launched at the Chief Executive's Forum. Support materials (e.g. branded mugs, posters, post-it notes) were made available, funded locally by individual teams.
- Departmental awards recognised employees who actively lived the values and achievements were publicised using communication channels (e.g. intranet, newspaper etc).
- To reinforce the message/visibility the values featured strongly in numerous company-wide activities (e.g. 10% of an appraisal score was attributed to living the values).

Results

- Employee awareness of the values was high with almost 100% of people recognising them.
- Successful integration of the values into other business communications and processes.
- Recognition of living the values at a departmental level.
- High order levels for support materials

Client feedback

"Lesley [Allman] has spearheaded a number of award winning internal communication campaigns, most notably for engaging employees during prolonged periods of uncertainty and change."

Keith Donald, Business Services Director, Coors Brewers

Industry feedback

The campaign gained an Award of Excellence at the national Communicators in Business Awards 2005.

Talk to us



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