

## Case Study

ENGAGING EMPLOYEES AS BRAND AMBASSADORS  
COORS BREWERS LTD



### Objectives

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Coors Brewers' needed a communication campaign, which would:

- Inform and engage employees in company vision and strategy.
- Demonstrate strong, visible leadership.

Lesley Allman, then Director of Communication at Coors, devised and delivered this award winning campaign to meet these objectives.

### Approach

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Focus groups revealed that employees were aware of the company vision but wanted to know HOW the company would achieve it, WHAT their role in its future would be and WHO would lead them there. There was the need to build leadership CAPABILITY and apply this to the creation of effective communication CHANNELS to deliver key CONTENT relating to company vision and strategy - what we called the three Cs.

### Actions

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- Workshops helped leaders to build their skills, capability and confidence to routinely demonstrate the behaviours required to lead their teams and build trust.
- Leaders devised a framework (entitled The Way Ahead) around which face to face, involving employee communication events could be created.
- Events were created in a 'toolkit' format to enable the leaders to adapt the delivery of each session, bringing their own passion and personality to over 70 events in just two months.

### Results

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- 95% of Coors Brewers' employees attended at a 'Way Ahead' event.
- Employee feedback was gathered immediately after each event - results were positive.
- 'The Way Ahead' became an integral part of company communication, people processes and practices. All standard channels e.g. company magazine, intranet, management updates and skip level meetings now have The Way Ahead framework embedded within them.
- Leaders shared event outputs, identifying what each team needed to action/change following the events.
- Improved score for specific item in subsequent Coors' People Survey

### Client feedback

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"The Way Ahead is the strategy that we in the UK will pursue to help Molson Coors achieve our exciting global ambitions...I believe this strategy will help to get us right back on track."

**Peter Swinburn, Chief Executive Officer, Coors Brewers**

### Industry feedback

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'The Way Ahead' campaign for Coors Brewers received industry recognition at the CIPR Pride Awards and CiB Excellence Awards in 2006/7.

### Talk to us

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To find out how we can help you better communicate with and engage your employees, please contact:  
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