

## Launching PACE values to achieve strategic ambition



### THE CHALLENGE

A Europe-wide FMCG Company had recently set a new and ambitious long-term growth strategy. To ensure that the ambition was met would require a new way of working and a renewed sense of ownership amongst employees. This was encapsulated in a refreshed set of corporate values. To kick-start the adoption of these values the company wished to hold a two-day conference for management from 9 countries. The meeting would cover short and long term financial objectives and introduce the new values. The challenge was swiftly to build sufficient understanding and buy-in to the key messages that participants could then cascade them effectively to their own teams in their home markets.

### SQUARE PEG SUPPORT

#### Design of the Conference Agenda

Square Peg worked with the company's Executive Team, who had ultimate ownership of the conference, to ensure that the content would meet the objectives and reflect the new company values of 'PACE' (Performance, Ambition, Collaboration and Energy)

#### Preparing the Executive Team

We then helped the Exec plan and prepare the sessions they would host collectively and individually and coached them to ensure effective engagement of conference participants

#### Facilitating a PACE-y event

The structure of the conference itself was designed to reflect the PACE values. This was achieved by a fast-moving conference taking place in different areas of two conference sites. The main part of the conference saw delegates divided into four groups rotating through a series of activities designed to explore the new values, build understanding of what they did (and did not) mean, and experience the values in action. Locating the main part of the conference at Mercedes-World and including a blind-fold off road driving experience ensured that these values were explored in a very practical fashion, as well as through a series of interactive workshops, case study, a quiz and a guest speaker.

#### Logistical Support

Square Peg was responsible for all logistical aspects of the conference: sourcing venue and accommodation, airport transfers, catering and conference materials for 80+ participants, including on-site support throughout the conference.

#### Cascade Follow-up

After the event Square Peg supported the cascade initiatives with the provision of facilitator briefings and coaching, key communications, tailored cascade event plans, materials and video.

### THE RESULT

The participants came away clear and enthused about their unifying purpose, ambition and values, having built connections with new colleagues and strengthened the company's esprit de corps.

As a result, the cascade was delivered smoothly and authentically and the values have started to take root.

COO Tania Howarth commented: *'Yet again Square Peg have done a fantastic job of designing and running an event that balanced keen business focus with something different, fun and engaging. They did all that, in a very tight timeframe, on a modest budget and whilst ensuring the Exec took full ownership. Bravo'*