

# Building the Business Case for Culture

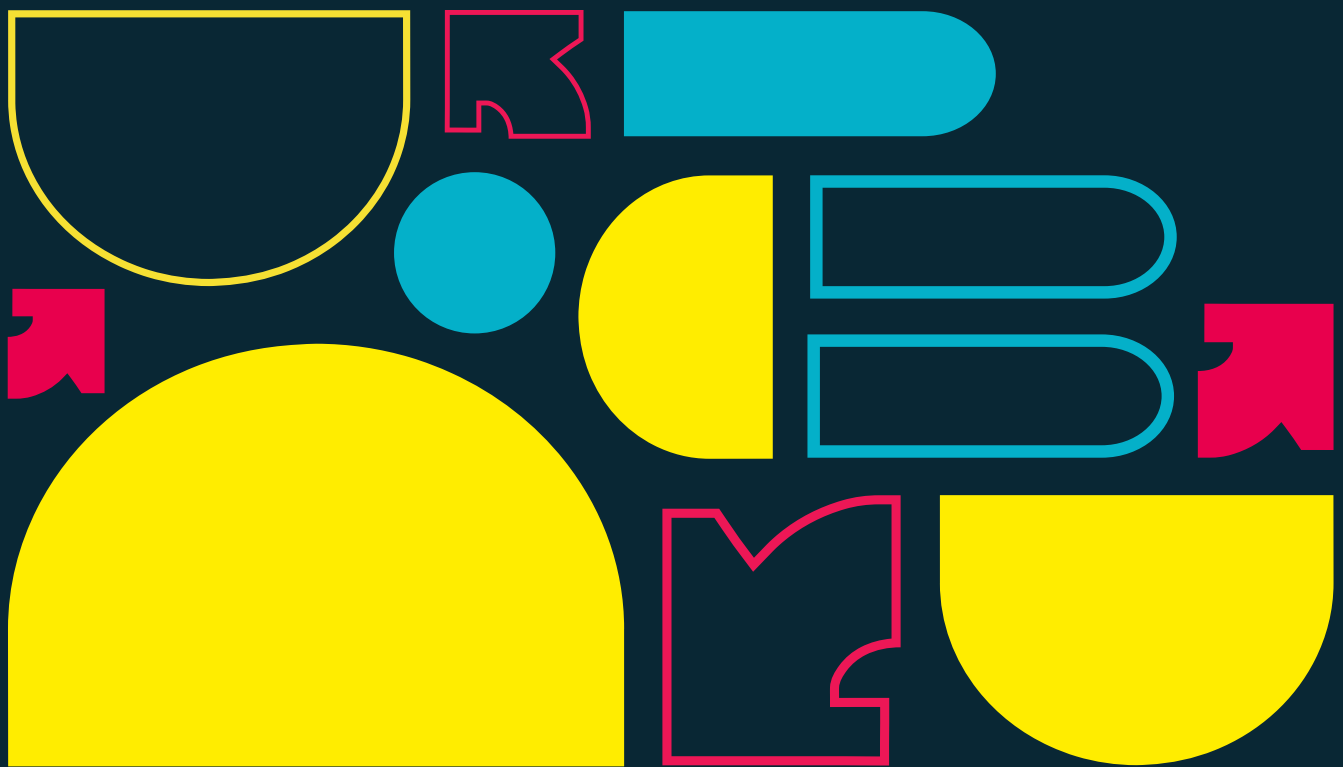
Linking Employee Engagement and the Customer Experience as One

**Conference**

February 26<sup>th</sup> 2019

**Optional Workshop**

February 27<sup>th</sup> 2019



# Speakers from



## Official Publication with

THE SINGLE VOICE FOR STAKEHOLDER RELATIONS ●  
**Communicate**



The Employee Brand Management Awards programme is the only true benchmark of the employer brand management process, comparing and contrasting all of the different aspects of successful employer branding. It fully rewards excellence and celebrates the campaigns and the organisations that excel in this field.

Does your employer brand stand up? Find out by entering the Employer Brand Management Awards at:

[www.EmployerBrandManagementAwards.com](http://www.EmployerBrandManagementAwards.com)



# Day One - Conference

8:15

## Reception & Registration

Help yourself to a tea or a coffee before starting the day and join all the delegates in the main room. Take seat and get ready for an amazing day.

9:00

## Opening Remarks

**Dale Smith, Creative Director, Bridge**

We set the pace for the day in this lively and interactive welcome to the event. Delegates will have the opportunity to meet each other and outline what they wish to achieve from the day.



9:15

## Keynote Address

**Connecting an engaged and inspired team to the delivery of an amazing customer experience**

**Christina Liciago, Head of Customer Service, HSBC UK**

Known for their award winning customer journey this is your opportunity to see behind the scenes at the employees that drive the experience. It will showcase how best to empower a team to deliver on the brand promise, whilst exploring the intrinsic link between an organisations culture, delivery of an outstanding customer experience and ROI.



10:00

## Stronger Together: Making 1+1=Better Business Culture

**Tim Pointer, Global HR, Dixons Carphone**

As HR Director at Pentland, Dixons Carphone, Diesel and global liquor distributor Maxxium, Tim Pointer has repeatedly led the merger, acquisition and launch work involving big brands such as Coca-Cola; Canterbury; and Diesel Black Gold - as well as in the FTSE 100 Dixons Carphone. This case study will explore how to lead the successful merger and development of business cultures. It will explore the learnings and missteps experienced; and address how to balance yesterday's heritage with tomorrow's performance



10:45

Refreshment Break

# The Case for Culture

11:05

## Panel Discussion

The panel discussion will see three outstanding organisations open up their doors to the amazing cultures that support their businesses. It will look at the important role that all employees play in delivering an outstanding customer experience and share their journey to putting in place a business case for culture.



**Philip Luce**  
Hospital Director,  
Bupa



**Chloë Marsh**  
Head of Engagement,  
RHP



**Elizabeth Pannaman**  
Organisational  
Development Specialist,  
TFL



Chaired by



**Ben Gateley**  
Founder,  
CharlieHR



12:00  
Lunch

Focusing on culture is paramount as we move into an era where several generations, with varying differences in communication styles, will all be sharing the same workplace. We will delve into the power that brand and delivering a great customer experience has in building long-term sustainable success and developing great places to work.

Speakers will explore the challenges, the strategic approach needed and the success stories of companies that have created amazing company cultures. Throughout the day we will explore the intrinsic link between happiness and engagement in the workplace to that of building profitable and customer-driven businesses.

# 01 STREAM

## Business Transformation

Chaired by Don Hales  
Founder & Chairman, Awards International



13:00

**Taking employees on a value-based journey of engagement**  
**Chieu Cao, Co-founder & CMO, Perkbox**

This talk will be a case study of a successful employee engagement programme. It will look at the difference between training and an internal campaign over an extended period of time.



EAU PALM BEACH  
*Resort & Spa*

13:45

**Transformation- five years on**  
**Simon Lewis, Owner, Eau Palm Beach (To be confirmed)**

Five years on after the transformation from the Ritz Carlton to the now independent boutique Eau Palm Beach Resort and Spa, Simon will journey through the building of a new value-driven culture and give proven tips on how to ensure it is sustainable and inspired to offer an Eaumazing customer experience.



14:30

**Stronger together – the coming together of two cultures**  
**Maggie Tambe, Head of Customer Relations, Peabody Trust**

This will be a case study exploring the journey of a successful merger of two company cultures. It will explore the do's and don'ts learnt. Bringing together different organisations or teams will come with its share of challenges but when done right – success.

15:15 Refreshment Break

15:35

**The Human Element- The Evolution of Culture**  
**Dale Smith, Creative Director, Bridge**

This interactive exercise will energise delegates and bring light on a new perspective of company culture. It will look through the lens of history at what makes a successful culture and how communities are best formed. It will put a human face on business and give evidence of when working together we can make proactive and supportive teams united with one common.



# 02 STREAM

## Wellbeing & Performance

Chaired by **Helen Watson**

Senior Strategist at Ogilvy Healthworld



**Deloitte.**

**13:00**

**Putting mental health on the company and culture agenda**  
**Elizabeth Hampson, Director - Health and Life Sciences, Deloitte**

(To be confirmed)

The Stevenson-Farmer Independent Review into Mental Health in the workplace was commissioned by Theresa May in 2017. The review aims to understand how employers can better support all individuals in employment, including those with poor mental health

**13:45**

**3 Strand Model for Doing Wellbeing on a Budget**  
**Becky Thoseby, Head of Wellbeing, Department for Transport**

This talk will take us on Becky's learning journey of how best to link the wellbeing strategy with the organisational vision. She will outline the importance of a senior level sponsor, communication and listening to the culture. She will leave us with a clear and easy to implement model.



  
Department  
for Transport

**14:30**

**High Performance is More than Just Objectives and Development Plans**  
**Myra Cooke, Head of Performance Talent & Development, Virgin Atlantic Airways (To be Confirmed)**

Going beyond wellbeing Virgin Atlantic empowers its people to build their strength, energy and resilience, creating the right environment to flourish and deliver results, even in the most challenging of times. It means consistently and reliably operating at their best through the building of internal resources (personal capacity) to deliver results even in the most challenging times. Myra will discuss its internal people initiative to create a flourishing workforce and the impact this has had on the increased capacity and resilience to deliver the future strategy. Going deeper than fixing what's on the surface Virgin Atlantic connects at the human level and to the heart of it people through: Loving more fully; Doing good work; Living in line with your true nature and what's important to you - 'Be Yourself'; Making the world a better place.



virgin atlantic 

**15:55**

**Good Work Now, and in the Future**  
**Jonny Gifford, Senior Advisor for Organisational Behaviour, CIPD**

This talk will look at fundamental aspects of what it means to have a good job and link this to the future of work. For example, we will consider evidence on social cohesion in the workplace as well as skills in job design and career development. At a deeper level we will look at the sense of meaning or purpose we get from our work, how such factors will change as emerging technologies become more present and what employers can do to protect job quality.



**CIPD**  
Chartered Institute  
of Personnel and  
Development

**16:40** Closing Remarks

**16:50** Networking & Wine Reception

# Day Two - Workshop



Hosted by: Dale Smith, Creative Director, Bridge

This interactive session will have delegates working together to utilise the Bridge Values in building their own transformation campaign. Participants will explore what makes a great culture that is focused on delivering an authentic and stand out customer experience. Its aim is to give practical strategies and takeaways that can be easily implemented back in the workplace.

Building on the learning from the conference – this is a great opportunity to share ideas and thoughts with peers in a collaborative and focused environment. The group will be divided into sub-teams in which they will agree on a vision and personality for the culture that they wish to strive for. From here the task at hand will be to put in place the strategy that will bring life and sustainability to their culture.

To assist in building the business case for culture, the Bridge Values will act as a guiding roadmap as teams delve behind the words to create a deeper, more practical meaning and demonstrate the impact that they have when brought to life. These are not just Bridge Values as they are key to the success of all organisations when developing an engaged and connected team.

Finding the human element in how success can be demonstrated through the act of leadership, their style and in the activities that they introduce to the culture will all need to be considered.

## Time to build your own case using

### Celebrating Uniqueness Always

Be unique: celebrate difference and recognise the special.

### Keeping it Real And Fun

Be fun: enjoy life but stay humble

### Inspiring Collaborative Energy

Be collaborative: dedicate your energy to working purposefully together.

### Pushing Creative Boundaries

Be creative: Use your inventiveness to imagine the innovative and original.

### Sharing Knowledge Openly

Be knowledgeable: Strive for continuous learning and sharing with an open mind.

## End of Day

At the end of the day, following several interactive exercises and strategy sessions, teams will then present their strategy to the entire group.

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# SAVE £50 registering by January 15<sup>th</sup>

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## Change minds. Change business.

As a bespoke people agency, we work in partnership with our clients to create branded learning solutions that make a real difference to the engagement of their people. From branding, internal campaigns, training and people development to events; everything we do is carefully designed to get inside the DNA of a business. We link brand, employee behaviour, beliefs and actions to drive an outstanding customer experience. We listen to the voice of an organisation, gain insights, build storyboards and use in-house creative talent to match the needs of our clients.

## Our Values

- PUSHING CREATIVE BOUNDARIES
- INSPIRING COLLABORATIVE ENERGY
- KEEPING IT REAL AND FUN
- CELEBRATING UNIQUENESS ALWAYS
- SHARING KNOWLEDGE OPENLY

## Engagement & Culture. Training. Events.

We empower people by connecting them to their work environment. This connection creates happier workplaces and ensures that employees have what they need to offer the best in customer experience. Our role is to work in partnership with organisations, to create a workplace that unites brand, employees, culture and customers, as one living organism.

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