Communicating Vision & Values
A CiB Central & Allman Communication free half day Workshop

Date: 14 January 2009
Time: 9.30am – 2pm (inc lunch)
Venue: PSA Peugeot Citroën, Coventry

Overview
Much leadership time and effort is spent devising a company’s vision & values, but ensuring that employees are well informed of these, understand them and buy into them – at launch and beyond – is more challenging to achieve, particularly when a business is experiencing difficult times. The workshop will include theory and case studies to illustrate how to successfully launch vision and values, to build employee engagement in them and to maintain commitment and enthusiasm. Internal communicators will be able to help ensure that a company’s vision and values are more than just words on pretty posters, but are reflected in the behaviours of employees and ultimately in the company’s bottom line.

This event provides a forum for Midlands-based internal communicators to learn from and share best practice with industry experts and one another.

Benefits to Attendees
- Learn how to successfully launch vision and values – and maintain momentum
- Share best practice with industry experts and peers
- Network with fellow employee communicators

Workshop Summary
- Build employee engagement in a company’s vision & values at the initial launch & beyond
- The three Cs of employee communication
- Maintaining buy in for vision & values in tough times
- Best practice case studies – Coors Brewers, Premier Foods
- Top tips and shared learnings
Biographies

Lesley Allman
Lesley is a senior strategic communicator with 20 years of high level corporate experience. She set up Allman Communication Ltd in 2006. The Midlands based consultancy specialises in employee communication and handles major change projects and internal campaigns for a wide variety of blue chip organisations including Premier Foods, Boots, Serco, Enterprise Inns and The Portman Group.

Prior to setting up Allman Communication Ltd Lesley was Director of Communication for Coors Brewers handling internal and external communication including employee communication, media relations, public affairs, crisis communication and corporate social responsibility. In this role she spearheaded a number of award winning communication campaigns.

In 2002 Lesley gained an MBA from Nottingham Trent University and was awarded a distinction for her dissertation on employee engagement.

Louise Bucknall
Louise is a creative and seasoned communication practitioner with over 14 years experience of internal and external corporate and marketing communications where she has represented many of the UK’s top 100 FTSE organisations.

She spent several years working at Taylor Woodrow plc as Corporate Communications Manager handling the external and internal communications for the Group across its UK, Spanish and North American markets. Whilst working at Taylor Woodrow Louise supported the Group’s merger and acquisition activity by helping to steer its employee change communication programme. Prior to this, Louise has worked as a communication specialist at many other high profile companies including Saatchi & Saatchi (London) and Severn Trent Water.
Outline Agenda

9.30am: Registration & Coffee

10.00am: Welcome and Opening Remarks
  • Introductions and objectives

10.15am: Theory - The three Cs of employee communication
  • Content – How best to communicate vision & values
  • Channels – Choosing the best channels to launch vision & values
  • Capability – Leadership and line manager skills needed to support the communication of vision & values.
  Q&A

10.45am: Discussion One – How to successfully launch vision & values and maintain momentum
  Feedback + Q&A

11.30am: Case Studies – Coors Brewers, Premier Foods
  Q&A

12 noon: Discussion Two - Maintaining focus on vision & values in tough times
  • Why is it important?
  • What works and what doesn’t?
  Feedback + Q&A

12.30pm: Wrap Up
  • Sharing learnings and applying to your organisation
  • Top tips
  • Feedback and Q&A

1.00pm: Networking Lunch

2.00pm: Close

To Find Out More Please Contact:

Allman Communication Limited, 5 The Green, Diseworth, Derbyshire  DE74 2QN
Email: lesley@allmancommunication.com
T: +44(0)1332 810 839 M: +44(0)7808 095803