

Weaver Vale Housing Trust

Project: Culture change

Areas: Staff survey, change management, leadership training, internal communications



Customer Plus was engaged in November 2007 to undertake a quantitative staff engagement survey and subsequent qualitative research focusing on employee morale. Customer Plus worked with the senior management team to raise morale which ultimately led to Weaver Vale becoming one of The Sunday Times 100 Best Companies to Work For in January 2010.

Customer Plus conducted the staff engagement survey which revealed surprising and disappointing levels of morale. Weaver Vale retained Customer Plus to pinpoint the reasons behind this. Depth interviews and focus groups identified the root causes of this low level morale.

The results were conveyed to the management team. Although disappointed with the picture painted from the results everyone recognised the potential within the organisation and worked with Customer Plus to develop a plan to make Weaver Vale a great place to work.

A programme of leadership training and staff conferences with the focus on people not just task resulted in a new understanding between management and staff. By working together people gradually began to feel more valued and recognised. This happened without any loss of productivity or understanding of the importance of the task.

Having developed these firm foundations Weaver Vale addressed the pockets of low morale with enthusiasm and integrity and its achievement was recognised in January 2010 when it was placed no. 53 in The Sunday Times 100 Best Companies to Work For.



Client feedback

“ I have always been very impressed with Customer Plus' combination of sound business analysis and creative business solutions. They played a significant part in helping us realise our potential by adding value to our business and delivering in a highly professional and friendly manner. They also have seem to have that happy knack of appealing to staff at different levels.

Steve Jennings, Chief Executive

For further information or to arrange a free discussion please contact us.

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