

### **Background and Problem**

The organisation is a growing web design company, which plans to grow from its existing 30+ employee base. Part of a group of companies, the MD seeks to create a very different culture that creates real commitment and energy and enables staff to feel involved in the growing pains of the company in, for example, keeping aware and involved in client and new product development.

### **Actions Taken**

In the first instance an audit was done to assess areas of risk on contracts, consideration of the basis of employment where part time workers, home workers and consultants were concerned and the degree to which processes, procedures and policies were compliant.

Following the audit, the client wanted to produce an intranet-based employee handbook, that covered the way business was done around here but in a style that is user friendly and mirrors the culture and age of the employees.

Having regular meetings with the management team allows for particular staff issues (long term illness, poor culture fit) to be discussed and managed.

Being seen around the business enables staff to feel comfortable with the arrangement and confident to open up about ideas and concerns they have.

The company has an office manager and part of our role is to train her up to be able to manage the documentation and procedures in the future and, as importantly, have the confidence and capability to do so.

### **The Result**

The MD feels confident that the platform is in place for managing the impact of growth on the employee group. Conscious of the need for regular communication, company wide meetings are used as the opportunity for training sessions.

The challenge laid down by the MD is for the advisers to be able to support him strategically and show how value can be added but also act tactically to manage problems as they arise.

One measure of success is the degree to which staff turnover is non-existent by getting recruitment practices right and managing expectations accordingly in a very competitive sector.

**If you want to find out more about any of the areas covered in this case study  
and how we can support your business – contact us today.**