

Allied Milling and Baking is part of Associated British Foods plc. It's also a major international FTSE 100 business in its own right, with sales of £9bn. That success is down to a range of products as wide as it is popular. From household names like Kingsmill, Allinson and Burgen to own-label sweet and bread products for in-store bakeries, to foodservice lines including Speedibake and Pataks Indian flatbreads, AM&B are leading their markets. And they have ambitious plans to continue to do so. Which means they need to make the most of their talented workforce.

Key to this is employee engagement. But in a fast-paced manufacturing business, that's always a challenge. A lot of communication depends on individual and team briefings – and in such a large and varied company it's impossible to ensure consistency in messaging across these. Another difficulty results from the work environment where most employees aren't sitting in front of a computer, and production areas where printed materials aren't permitted due to health and safety regulations. AM&B had previously relied heavily on noticeboards and posters in communal areas. But that just wasn't working. Our brief was to take on these challenges and find ways of engaging audiences right across the business.

Allied Bakeries



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We had to create standout so that communications were seen – and noticed. And to make our messaging immediately clear. We had already developed an employer brand - based on in-depth research across focus groups, candidate interviews, surveys, and our insight from working with the business over several years. Armed with this knowledge and positioning, we created a defined style that is now used across every piece of communication. This has the advantage of being immediately identifiable as something that should be noticed and given appropriate attention. Because the employer brand promises are embedded in the positioning, it also gets across 'What's in it for me?' so that employees are motivated to take notice.

Specifically, we created a wide range of materials to reach people at different points in the employee lifecycle to actively communicate with them throughout their working days, rather than relying on one sole medium. This suite now includes surveys, schemes, handbooks, posters and other

ambient pieces that engage and educate on a range of internal issues.

Participation in all surveys and schemes has been excellent. Importantly, the results from these are proving to be of genuine benefit to the business – and employees – and there's been an investment to continue the schemes in the future. By opening channels of communication we're given AM&B vehicles to reach employees at any time. But that's about more than getting a message across: it's about making people feel that their opinion counts, and that they are valued as employees.

In this way, internal communications have the power to reach much further than an internal audience. In each of AM&B's locations, the company is a huge local employer. Its success is dependent on its reputation – and the experience of its employees. Which means that by resonating with an internal audience, we're also enhancing the relationship with the local community.

make the difference

ALLIED MILLS ALLIED BAKERIES Spendible

This certificate has been awarded for outstanding excellence and in recognition that

has got what it takes to make the difference.

Date: _____

Signature: _____

ALLIED MILLS ALLIED BAKERIES Spendible

Work with pride

ALLIED BAKERIES ALLIED MILLS ATC

Change Leadership

Do you like to get stuck in?

Our new recognition scheme could make the difference.

make the difference

Do you keep customers sweet?

Our new recognition scheme could make the difference.

make the difference

Help us keep our finger on the Pulse

PULSE 2009

Spendible

Company Handbook

Stacks of enthusiasm?

Can you make the difference this month?

make the difference

Have your say

As a business, we need to know what we're doing right – and what we're not doing so well. The Pulse survey is designed to ensure we listen to and act upon your thoughts. As a direct result of previous surveys, among many other things, we have introduced the company-wide recognition scheme Make the Difference as well as improving maternity and paternity provision. The information you give us will help make our business better for everyone.

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