



Engaging hearts
and minds



Dave Thorpe – Business Partner

Management with a heart
The transition from operations to HR



A bit of context and background.....

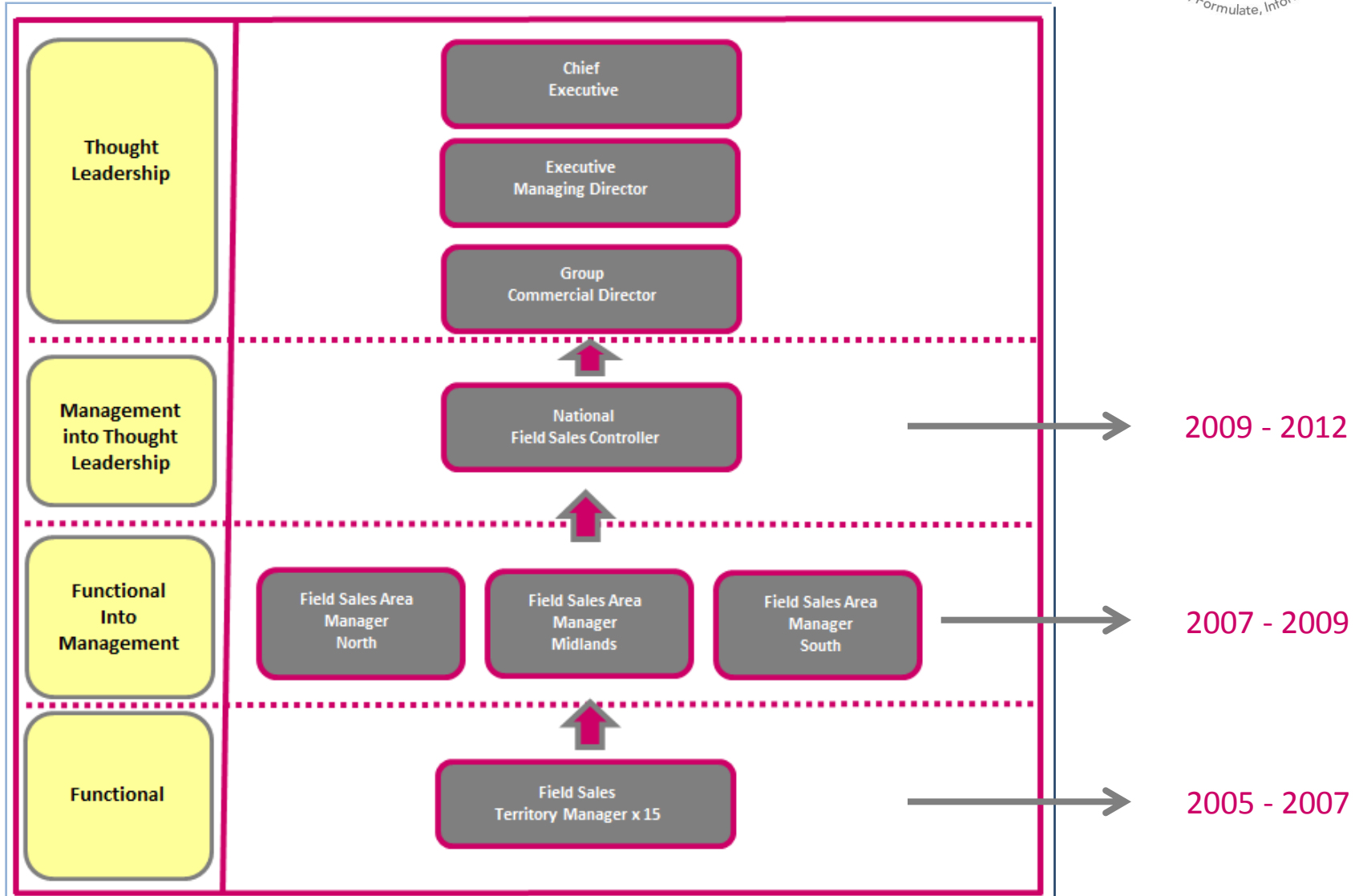


- £1.4 Billion Turnover
- 4000 Employees
- Operating out of corporate head office in Esher and 10 manufacturing sites across the UK
- Focus on generation of added value dairy products for UK consumers
- 1 in 3 UK Households has a Dairy Crest brand / product in their fridge





My Operational Roles in a commercial environment





What does Field Sales Involve?



Availability

Space,
Merchandising,
Retailer System Experts

Visibility

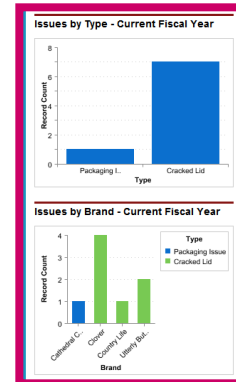
Space, Position,
Sampling,
Activation of Promotions
NPD, Trade Marketing

Display

Additional Displays,,
Dual Sitings,
Sandwich Fixtures

Supply

Identification of issues
Resolution of Store
issues



How has my background impacted my management style ?

Previous Line Managers Approaches

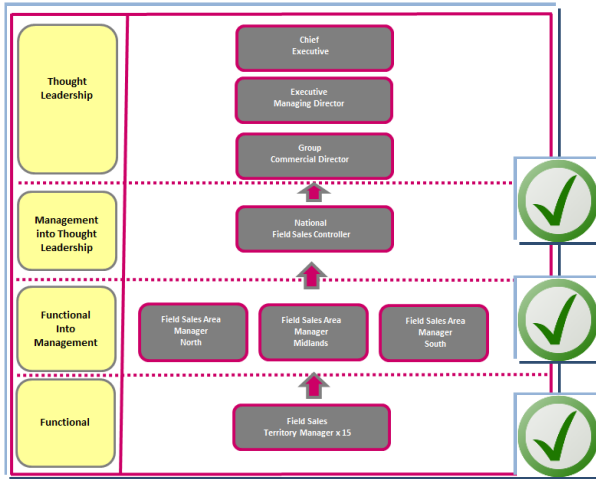


Resulting in.....





What have I learnt in order to be a successful manager?



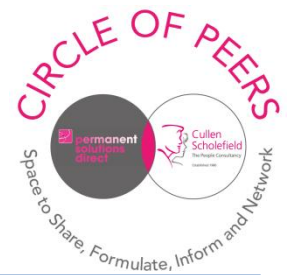

RESPECT
IS
 EARNED
NOT
GIVEN

Put Yourself in
Their Shoes





How has my management style impacted the team?

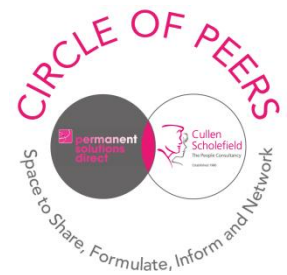


Employee Survey 2010 1295 - Field Sales Team Engagement Summary

						Average Score	Percent Favourable	Previous Survey % Favourable	Most Engaged Teams/ Depots	External Top 25% Norm
	Percent Favourable	Percent Neutral	Percent Unfavourable							
Employee Engagement										
1015 - Dairy Crest UK	15	39	27	12	7	3.44	54%	58%	73%	67%
1292 - Foods Support Functions	24	47	21	7		3.86	71%	70%	73%	67%
1293 - Foods Commercial	36	46	13	5		4.12	82%	74%	73%	67%
1295 - Field Sales Team	65	25	6			4.50	90%	81%	73%	67%



How has my management style impacted the team?



Employee Survey 2012 1300 - Field Sales Team Engagement Summary

						Average Score	Percent Favourable	Previous Survey % Favourable	Most Engaged Teams/ Depots	UK Norm
	Percent Favourable	Percent Neutral	Percent Unfavourable							
Employee Engagement										
1041 - Dairy Crest UK	19	38	25	11	8	3.49	56%	54%	77%	62%
1297 - Foods Support Functions	26	46	19	7	1	3.86	72%	71%	77%	62%
1298 - Foods Commercial	35	47	12	5		4.09	82%	82%	77%	62%
1300 - Field Sales Team	46	46	6			4.34	91%	90%	77%	62%



How has my management style impacted the team?



Upgrade your career to first class

TERRITORY MANAGERS
Southern - various localities (Ref: 1099)
South Wales/ Bristol (Ref: 1100) - West Midlands/MS Corridor (Ref: 1102)

Looking to fast-track your career Dairy Crest is the UK's leading chilled dairy food company. Our £1.6bn portfolio includes the nation's favourite cheese brand, Cathedral City, soft ricotta and among the top 20 UK grocery brands. We're committed to building on our success through significant investment in product innovation, in- and out-of-store marketing, and people.

Your predecessors have been promoted to National Accounts level in the last 18 months. With excellent training and development on offer, you'll be expected to move up fast. But first you need to prove your worth. You'll sell for our Foods business - calling on top grocery multiple retailers to build relationships and secure the successful implementation of trading agreements with a key focus on product distribution, display and growing promotional sales volumes.

A graduate, you're looking for your first step into a career within FMCG. You're certainly motivated and ambitious, with strong commercial acumen and interpersonal skills. You're also ready to change to meet more Dairy Crest offers fantastic opportunities to start and develop a career in FMCG. Since that first role may become available, we are also interested in training from talented people nationwide.

If you have what it takes to give our team please apply, quoting the relevant reference number and forward your up-to-date CV including career benefits package to our retained recruitment partner - Max Care at careers@maxcare.co.uk Tel: 01483 652526. Closing date for applications: 25 October 2016. www.dairycrest.co.uk and www.maxcare.co.uk

Smith & Carey recruitment
www.smithandcarey.co.uk





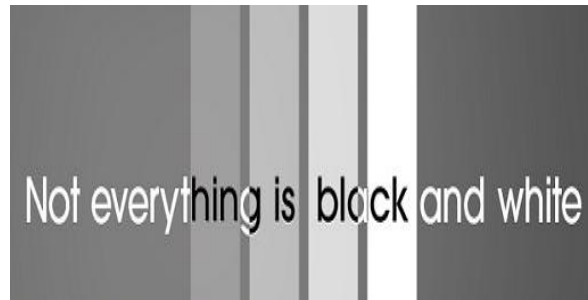
My Transition from Commercial into HR ?



- Passion for the people agenda and motivation from seeing how good management can reap benefits made me think about a career in HR
- 2012 saw me transition from the world of commercial to join HR
- Successful application to become a HR Business Partner supporting Sales, Marketing, NPD, Innovation and Subsidiary businesses.
- Responsible for 1 PLC Board Member, 3 Managing Directors and 19 Business Unit Directors
- Part of Demand Board which governs the strategy and direction of the foods business
- Completed my Postgraduate diploma in HRM part time whilst performing HRBP role



What skills have helped me in my HRBP role ?

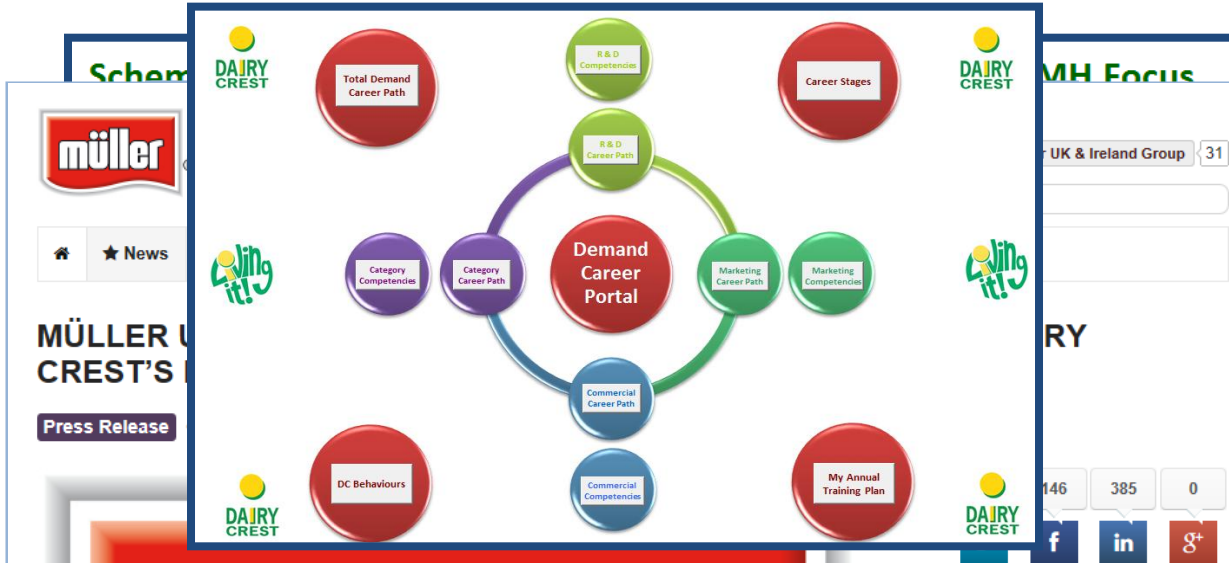


Put Yourself in
Their Shoes



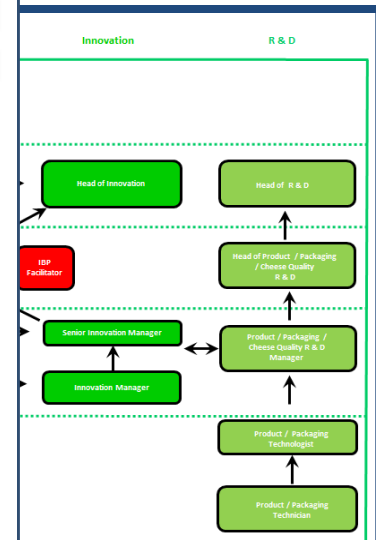


How has my operational background enabled me to succeed and influence in HR?



Müller UK & Ireland Group confirms today (6th November, 2014) that it has agreed to acquire the dairy operations of Dairy Crest Group plc.

The acquisition, which is subject to approval by the relevant competition authorities and the shareholders of Dairy



Comm

- Lead Our Markets with Insight Indicators
- Maximise Commercial Opportunities Indicators
- Field Sales
- NAM

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THANK YOU FOR LISTENING

Happy to field any Questions