It's all about you

THE LIVED EXPERIENCE

by sodexo



Transforming The Lived Experience by Sodexo... From the Inside Out

Elevating our customer experience through the power of our people

Foreword

For over 30 years, Sodexo has supported the UK Armed Forces—not just through services, but by contributing to wellbeing and readiness. The Lived Experience by Sodexo is already driving positive change, but its success depends on our people understanding and owning it.

That's why we launched 'It's All About You'—a bold new engagement programme designed to empower our teams and elevate the everyday experience on military sites. It's about recognising the vital role our people play and giving them the tools, time, and inspiration to thrive.

Because when people feel valued, they deliver service that goes beyond expectations.

This brochure shares how we're making that happen—through innovation, inclusion, and a renewed sense of pride.

We are proud to serve the Armed Forces community—and equally proud of the people who make that service possible. I invite you to explore how, together, we are continuing to transform The Lived Experience.

Mark Baker,
Chief Operating Officer,
Defence – Sodexo UK & Ireland





> **"What started as a programme became a transformation — and reaped a wonderful culture."**



Why This Programme?

Reigniting Pride, Passion, and Possibility

Our Defence teams have faced immense pressure in recent years—from the pandemic to global conflict—while working in environments that haven't always kept pace with modern needs. Attracting and retaining talent has become harder, and expectations from those we serve continue to evolve.

This programme was created to re-energise our people, remind them of their value, and reconnect them to their purpose. It's a call to embrace opportunity and be the heroes of a new chapter in The Lived Experience.

> **You can have the best facilities and technology — but without happy, engaged, motivated people, it means nothing. It was time to re-energise our people, truly give them an opportunity to belong, act and thrive, and show just how much we appreciate everything they do.**



Sam Hockey,
Head of HR,
Sodexo Government

Responding to the Call for Positive Action

The goal is to inspire over 4,000 colleagues to embrace change and deliver the Lived Experience by Sodexo with pride and purpose.

We set out to:

- Create something vibrant and motivating.
- Make Sodexo a place where people feel valued, supported, and proud to work.
- Improve retention, reduce absenteeism, and boost customer satisfaction.

It had to connect emotionally, spark pride, and empower people to lead the change. That's why we partnered with The Happy Consultancy Group—experts in positive behaviour change and modern learning.

> **We built a lasting partnership grounded in trust and a shared desire to truly make a difference. We're proud to help Sodexo create happier places of work where colleagues and military personnel can truly thrive together.**

Helen Lawrence,
Co-Founder,
The Happy Consultancy Group



What is It's All About You?

More Than Just a Training Programme

This is a behavioural change programme designed to:

- Define and embed new customer experience hallmarks and behaviours.
- Emotionally connect 4,000+ colleagues to the mission.
- Equip teams with great service skills.
- Celebrate success and inspire positive action.
- Empower leaders to guide change with energy.

It's bold, human, and built to last. We mobilised a dedicated project team and embarked on a journey of discovery — interviewing colleagues, visiting sites, running focus groups, and listening to years of lived experience across Sodexo Defence. What we uncovered was powerful: stories of service, pride, and quiet heroism. The passion was there—it just needed space to breathe. That energy became the fuel for the whole programme.

> **This had to be more than training. We had to challenge our thinking and be bold enough to try something different. We've created our most successful people initiative to date, a masterclass in how to engage and inspire a team to buy into change and play their part.**



Duncan Limbert
Learning Business Partner,
Sodexo UK & Ireland

Programme Insights - The Secrets to Success

It's All About You isn't just a name—it's the heartbeat of the programme. With a vibrant identity and McFly's feel-good anthem, it sparked instant excitement and connection.

Our Lived Experience Transformation Story

Transformation is about people, not just plans. That's why we created a powerful story—inspired and told by our own colleagues—to bring the journey to life. Storytelling builds trust, inspires pride, and helps everyone see their role in something bigger.

The Hallmarks of Our Customer Experience

These hallmarks define the human touch behind The Lived Experience by Sodexo — how we show up at our best. They're the behaviours that bring our values to life and shape every customer interaction.

Show You Care | Share Your Experience | Make Things Better

Transforming The Lived Experience: The Programme Journey

Each step of the programme is designed to inspire belief, build skills, and embed behaviours that elevate the everyday experience for colleagues and customers alike.

It is designed to form an important part of our employee value proposition, giving colleagues the opportunity to belong, act and thrive at work.

Building a Community of Champions

Behind every great programme is a team that brings it to life. We developed 10 Master Transformation Coaches, handpicked for their energy, empathy, and ability to inspire.

They led sessions with passion, and became trusted champions of positive change. In transforming others, they transformed themselves—proving that peer-led engagement is a powerful force for culture change.



> **The material is truly amazing. I really enjoy the experience, and I am learning a great deal, not just about The Lived Experience, but people and myself.**

Master Transformation Coach

Connecting Through Story, Inspiring Through Experience

The experience begins with a powerful 3-hour connection event. Through heartfelt and authentic storytelling, film, and shared experiences, colleagues reconnect with what matters most—purpose, pride, and people. The impact is immediate: colleagues leave inspired, proud, and ready to play their part.

Leaders attend an extended version, focused on how to create environments where teams thrive.



The Main Event. It's All About You Experience

Here we go deeper and explore how people can consistently deliver the new Hallmarks. We provide colleagues with valuable skills and inspiring ideas for delivering the moments that truly matter for customers.





Leading the Transformation

Leaders are central to driving change. That's why we delivered a blended 6-month development programme for 20 handpicked frontline leaders, to boost their leadership fitness. Through three off-site workshops, inspiring self-led magazines and practical challenges, leaders explored how to:

- Balance results and relationships.
- Connect with a modern workforce.
- Lead with positive, emotional, customer, and social intelligence.
- Manage energy—for themselves and their teams to thrive.



From Engagement to Impact

Launched in May 2024, the programme has already delivered measurable results:

- Employee turnover down 22%
- Absence reduced by 50%
- Positive customer feedback



The data tells a powerful story - when people feel connected to a shared purpose, extraordinary things happen.

> **"Their happy and cheerful disposition has made it easier for our staff to communicate and engage with them."**

Customer feedback

Award Winning Achievements

The programme has already earned both internal and external recognition:







We're proud of the recognition so far and there's more to come!

Programme Experience Data

At the end of every session, we ask colleagues to rate their experience. Our target average rating was 4 out of 5. Currently the overall rating across the whole programme and all sites is 4.41. As of April 2025, here are the latest average ratings (out of five):

Overall Experience Ratings		
Leaders Connection	**Colleague Connection**	**It's All About You**
4.45	4.43	4.35
Colchester		
4.24	4.24	4.34
Hestia		
4.28	4.51	4.00
Allenby		
4.84	4.56	4.77

NB: Average ratings are measured monthly.

The feedback from our colleagues has been overwhelming and this inspires us to continue with our mission to maintain momentum.

Reinforcing Positive Action

Success isn't about telling people how great you are; it's about creating the stories that do the talking for you.

To maintain momentum, we have introduced monthly Lived Experience Boards to capture, celebrate and reward inspiring stories of colleagues demonstrating the new service hallmarks and making a difference.

What's Next?

The journey continues. We're now focused on embedding the hallmarks into daily habits and developing follow up experiences to deepen understanding and amplify social impact.

At the heart of this programme is a simple goal: to enhance the lived experience of military personnel, their families, and the wider defence community.

By delivering consistent, high-quality service across every site, we help create environments where people feel respected, supported, and mission ready. From a warm welcome to a well-run facility, these everyday moments matter.

We're committed to listening, learning, and evolving—so we don't just meet your expectations, we exceed them.

> **"Unlike any transformation I've seen—this programme truly reflects our values and is making a real difference for both our teams and our customers. While we continue to innovate our facilities, this programme ensures we deliver outstanding service every day."**



James Nottage,
Contract Director,
Sodexo Defence

One Team. One Mission. Transforming The Lived Experience—Together.

The call of a modern military is clear—and we're here to answer it. By continuing to invest in our people, we're not just improving today's service experience—we're building the foundation for tomorrow. Together, we'll keep raising the standard—through research, innovation, and a shared sense of purpose.





> **"This is excellent work that is making a real difference to the way we invest in our colleagues and improve customer service."**

Paul Anstey,
CEO,
Sodexo Government



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Contact

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Watch the Video

Scan or click to watch a video about the programme. Singing along is optional!

The journey ahead is about transformation—but the power behind it? That's all you.

BE PART OF SOMETHING GREATER
BELONG | ACT | THRIVE
sodexo



Thank You!