THE happy CONSULTANCY GROUP

Royal Mail

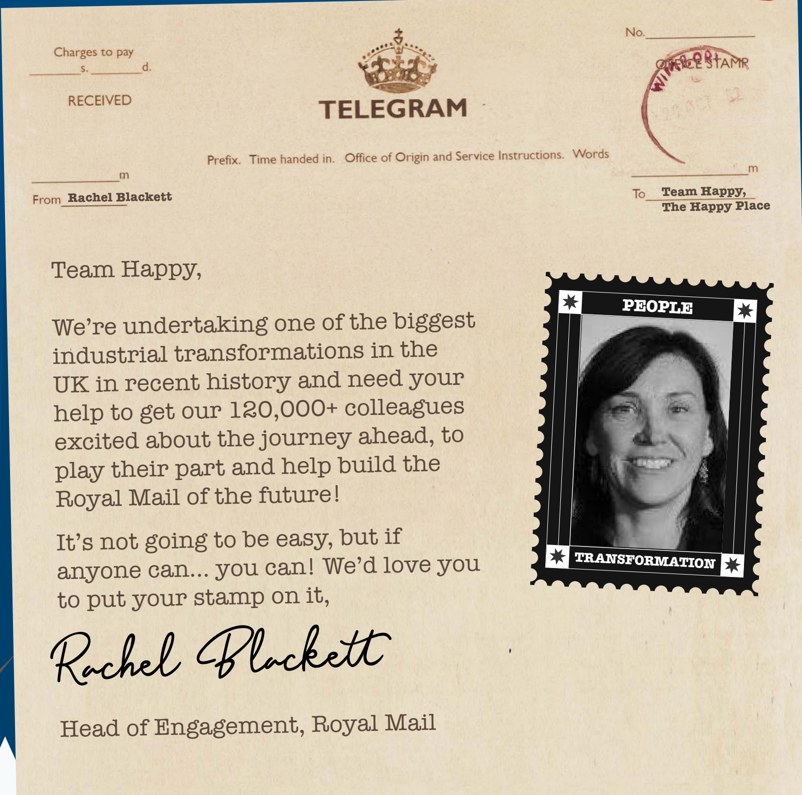
PARCEL FORCE WORLDWIDE

CASE STUDY

TRANSFORM ROYAL MAIL
POSITIVE • BRILLIANT • PART OF IT

The Challenge

AN URGENT TELEGRAM



Charges to pay ______s. ______d.

RECEIVED

TELEGRAM

No. ______

OFFICE STAMP

Prefix. Time handed in. Office of Origin and Service Instructions. Words

______m

From **Rachel Blackett**

______m

To **Team Happy,**
The Happy Place

Team Happy,

We're undertaking one of the biggest industrial transformations in the UK in recent history and need your help to get our 120,000+ colleagues excited about the journey ahead, to play their part and help build the Royal Mail of the future!

It's not going to be easy, but if anyone can... you can! We'd love you to put your stamp on it,

Rachel Blackett

Head of Engagement, Royal Mail

PEOPLE
TRANSFORMATION

For free repetition of doubtful words telephone "TELEGRAMS ENQUIRY" or call, with this form at office of delivery. Other enqiries should be accompanied by this form and, if possible, the envolope.

B or C

EIIR
Royal M

The Solution

A SPECIAL DELIVERY

Our journey to get 120,000 colleagues on board...

The journey started here

Exploration

Creation of an overarching people transformation strategy framework

EXCITE
ENABLE
EXCEL

TRANSFORM ROYAL MAIL
POSITIVE • BRILLIANT • PART OF IT
PUT YOUR STAMP ON IT!
Great people. Trusted to deliver.
Royal Mail

Development of 'Transform' visual identity and 'Put your stamp on it' creative theme

EXCITE ACTIVITIES

EXCITE

Unpacking Royal Mail's transformation story

3,000 years of colleague experience (frontline to exec leaders)

25 focus groups

TRANSFORM ROYAL MAIL
POSITIVE • BRILLIANT • PART OF IT
OUR TRANSFORMATION STORY
OUR JOURNEY TO BUILD THE ROYAL MAIL OF THE FUTURE
Royal Mail
Great people. Trusted to deliver.

Transformations are 5.8x more successful when they use a compelling transformation story!
– McKinsey

Bringing the transformation story to life

The Royal Mail has been with us for 500 years

Leveraging the power of spoken word poetry

"We can transform ourselves and the world around us!"
– Davy Charles

Signed, sealed and delivered by senior leaders

Sponsored by the CEO and exec team

…our strategy of delivering for customers, building trust and driving growth.
Over the coming months, we'll be talking more about what these changes mean for you and how you can help shape our future.
I look forward to visiting you all soon and hearing your views.
Simon Thompson, CEO

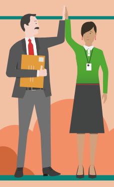
Caller 1
Caller 2
Caller 3
Caller 4
Caller 5
Caller 6
LIVE BROADCAST
Caller 7
Caller 8
Time for a break
Sessions will resume shortly

unite the UNION

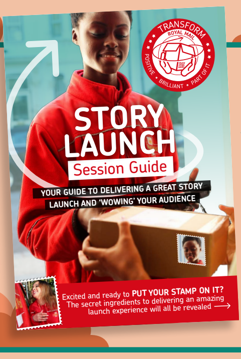
CWU The communications union

'United' key stakeholders to build collaboration and trust

Union engagement sessions



Designed an exciting launch campaign


TRANSFORM
ROYAL MAIL
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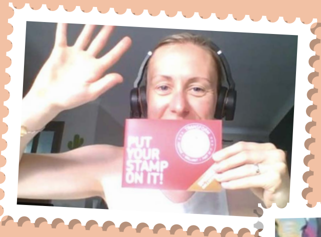
STORY LAUNCH
Session Guide
YOUR GUIDE TO DELIVERING A GREAT STORY LAUNCH AND 'WOWING' YOUR AUDIENCE
Excited and ready to PUT YOUR STAMP ON IT? The secret ingredients to delivering an amazing launch experience will all be revealed

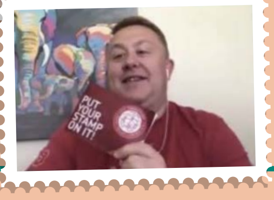
- *Launch session*
- *Multimedia toolkit*

Virtual (thanks Covid!)


PUT YOUR STAMP ON IT!

Trained a network of ambassadors (as agents of connection) to launch the campaign

Upskilled a team of facilitator pros to engage and train managers


PUT YOUR STAMP ON IT!

Upskilled managers to run a series of bite-sized engagement sessions

TRANSFORM
ROYAL MAIL
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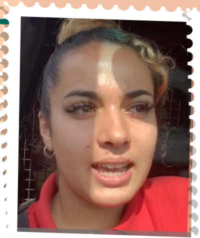
OUR TRANSFORMATION STORY
SESSION 2:
OUR CURRENT REALITY & OUR OPPO
Session Guide 2.0
TTF SESSION PLAN
TRANSFORMATION STORY SESSION 2 TTF WORKSHOP
Session Plan
Great people. Trusted to deliver.
Royal Mail
Welcome
Your mission
Our transformation journey
Preparing your session notes
Chapter 3 – Our Opportunity: Q&A discussion

Built momentum around excite activities

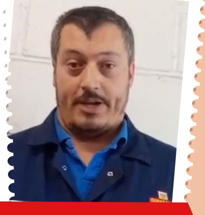
We're putting our stamp on it!

- *Feel-good story campaign*
- *'Put your stamp on it!' campaign*

TRANSFORM
ROYAL MAIL
POSITIVE • BRILLIANT • PART OF IT



PUT YOUR STAMP ON IT!
Great people. Trusted to deliver.
Royal Mail



The journey continues…

ENABLE ACTIVITIES

Results

A SUCCESSFUL DELIVERY

Helping Royal Mail get back on an excite-ing track…

Despite Covid, union action, a major management restructure and Royal Mail's busiest year to date, as of 2021:

6,000 managers & **1,500** ambassadors trained

120,000 colleagues connected and invited to play their part

+3% Employee trust Index score

67% Engagement score

A first for Royal Mail!

From decline to growth...

+16.6% Revenue

Key Features

PUTTING OUR STAMP ON IT

So what made our solution so special?

- ☑ Inspiring creative theme and visual identity

TRANSFORM
ROYAL MAIL
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OUR TRANSFORMATION STORY
SESSION 3:
OUR PLAN OF ACTION (CHAPTER 4)
Session Guide
IT'S TIME TO...
PUT YOUR STAMP ON IT!
NOTEBOOK

- ☑ Accessible creative materials including print and digital session guides

PUT YOUR STAMP ON IT!
WE'D LOVE YOU TO HAVE YOUR SAY ABOUT THE SESSION.
scan here...
be.part.of.it@royalmail.com
email us
Royal Mail
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Headline news!

- ☑ Development of self-directed learning resources

OUR TRANSFORMATION STORY
SESSION 1 DEVELOPMENT
OUR TRANSFORMATION STORY
SESSION 2 DEVELOPMENT
OUR TRANSFORMATION STORY
SESSION 3 DEVELOPMENT
The Fridge

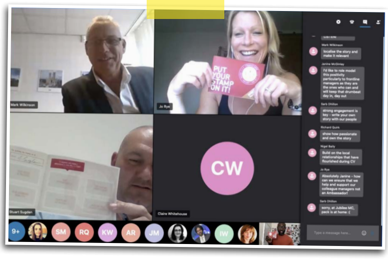
- ☑ Use of visual storytelling and spoken word poetry to bring the transformation story to life

The Royal Mail has been with us for 500 years
Matthew Newman
General Counsel

- ☑ Gamification

Special collection
PUT YOUR STAMP ON IT!
TRANSFORM
ROYAL MAIL
POSITIVE • BRILLIANT • PART OF IT
SPECIAL COLLECTION
OUR PRIDE & PASSION
Our opportunity

☑ **Agents of Connection ambassadors network**


Mark Wilkinson
Jo Rye
PUT YOUR STAMP ON IT!
CW
Stuart Sugden
Claire Whitehouse

Mark Wilkinson
localise the story and make it relevant

Janine McGinlay
I'd like to role model this positivity particularly to frontline managers as they are the ones who can and will keep that drumbeat day in, day out

Sarb Dhillon
strong engagement is key - write your own story with our people

Richard Quirk
show how passionate and own the story

Nigel Baily
Build on the local relationships that have flourished during CV

Jo Rye
Absolutely Janine - how can we ensure that we help and support our colleague managers not an Ambassador!

Sarb Dhillon
sorry, at Jubilee MC, peck is at home :(

Type a message here...

PUT YOUR STAMP ON IT!
MEDIUM

☑ **Physical 'Agent of Connection' toolkit**

"To have been working with THLC has been an absolute honour! They are a company that truly lives and breathes the values of their organisation. They are totally committed to the course of our business and all the needs and challenges this has presented and continues to present. "

- Jo Rye
Director, Talent & Organisational Development
Royal Mail

"We started engaging with the Happy Learning Company at Royal Mail as we realised that improving employee relations, building trust within the company is 'the big unlock' (as we call it) for better performance. Jointly we set out to define that journey, the narrative, the messages, which was an exciting and engaging journey that taught everyone involved a whole lot about where we were and where we wanted to get to.

The Happy Learning Company supported us by building the collateral that would let us communicate, and in the rollout of the initiatives. At every point of the journey, I found Helen, Andy, and everyone at THLC incredibly creative, resourceful, engaging, and highly professional. They have been making a difference at - or as we would say: putting their stamp on - Royal Mail."

- Achim Duennwald
Chief Operating Officer

THE
happy
CONSULTANCY
GROUP