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- In a dynamic and evolving environment, Brother UK identified the need to build a people-centric organisation that was able to adapt and thrive into the future
 - Using Investors in People to support their change journey and people focused strategy, they have seen impact in a number of areas including a more integrated business model
 - Brother UK are now one of the first organisations to achieve IIP Platinum against the sixth generation Standard, winning Platinum Employer of the Year at the IIP Awards 2016
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What was the IIP motivation?

Brother UK Ltd is the UK sales subsidiary of Brother Industries Ltd (BIL) and has been based in Tameside, Manchester since 1968.

A company with a long history, they've gone from being a key supplier of technology products to a leading solutions provider. No stranger to change, Brother UK now supplies services to the NHS, corporate end users, banks, retailers and SMEs across the UK.

As a technology company priding itself on innovative solutions, Brother UK has recognised the key part their people play in their success and how a loyal, engaged and skilled workforce is crucial to the flexibility and future of the business.

This has become particularly apparent in recent years as their business environment has developed. Providers now not only need to offer high specification products but also robust and cost effective business solutions too.

This opportunity and the need to adapt set about a re-evaluation of Brother UK's strategy, leading them to build a people-centric organisation.

With the support of Investors in People, they believe this people-focused approach will help the business to compete and thrive in an evolving, dynamic and fast-paced environment.

How did IIP help?

Since working with Investors in People, Brother UK has been able to align their change journey with a practical framework that supports their people-focused strategic direction.

As Phil Jones MBE, Managing Director at Brother UK Ltd explains:

"Our initial involvement with Investors in People was as a self-assessment opportunity to see how our practices really supported our people and performance - but it has soon led to much more.

"IIP has helped us to explore, understand and ensure that our strategies are delivering the desired outcomes both financially and for our customers.

"It has really helped us to inspire and enable meaningful change with our people at the centre."

The practicality of the Standard and the nature of assessment have also been particularly beneficial to Brother UK, helping the organisation to review and identify where improvements can be achieved.

"Integrated, mutually supportive and empowered teams are a critical advantage shared by successful businesses and IIP can help you get there"

Linda Willows, Head of Legal & Business Management



Celebrating as IIP Platinum Employer of the Year at IIP Awards 2016

“Working with our IIP Practitioner and being encouraged to look at our practices from ‘outside’ as well as from our usual internal perspective has been fundamental to our success” explains Louise Marshall, Infrastructure and Shared Services Director.

“It has been extremely helpful in identifying improvements and has also made us appreciate what we do have and do well already.”

Describing their IIP journey as invigorating and cost-effective, Brother UK first achieved Investors in People with Gold accreditation in 2014. They later went on to achieve IIP Platinum in 2016 following the introduction of the sixth generation Standard.

“Achieving IIP Platinum has been really fulfilling and even more so after winning Platinum Employer of the Year Award at the IIP Awards” adds Linda Willows, Head of Legal & Business Management.

“But it’s a close second to the feedback that Investors in People has allowed us to access. Knowing the pride that our colleagues place in their work and the enthusiasm they give to the organisation is fantastic.

“It all benefits the business and what we’re trying to achieve. Not only is there an impact on our performance but also on our wider community through initiatives like Forever Manchester and our CSR work.”

As Louise continues, “having happy and loyal people means that we can achieve what we need to and flex over time. It’s really rewarding to know this ethos is embedded and supported by everything we do within the business. When apprentices are tweeting that they’ve ‘landed on their feet’ working for us it says everything.”

What was the impact?

Since working with IIP, Brother UK Ltd are more integrated as a business with greater inter-departmental understanding and appreciation.

Joint learning and development, CSR and commercial projects are now commonplace and help to combat silo thinking, support innovation and the adoption of a ‘one team’ approach.

This has been seen through the organisation’s colleague recognition scheme PRIDE, which is now being actively used across departments to recognise work well done and received.

Although Brother UK already had good attendance and length of service across their workforce before Investors in People, their IIP journey has seen a renewed interest in self-development.

This has led to learning and development increasing exponentially and benefits such as better retention of talent and more opportunities to retrain and internally promote. This in turn has led to increased employee morale as well as efficiencies that have helped increase turnover and achieve above budget profits.

As Linda adds, “we would really recommend other organisations to work with Investors in People because simply put, all companies need people and all people need purpose.

“IIP will encourage you to look at your approach and honestly assess the results and where you can improve. Integrated, mutually supportive and empowered teams are a critical advantage shared by successful businesses and IIP can help you get there.”

“[IIP] has really helped us to inspire and enable meaningful change with our people at the centre”

Phil Jones MBE, Managing Director