

8 August 2019

Extra! Extra! Read all about it! Welcome to the latest roundup of news from the Good to Great website. Head on over to www.dignitygoodtogreat.co.uk to get involved in the conversation today.

IT'S SPACE JIM, BUT NOT AS WE KNOW IT



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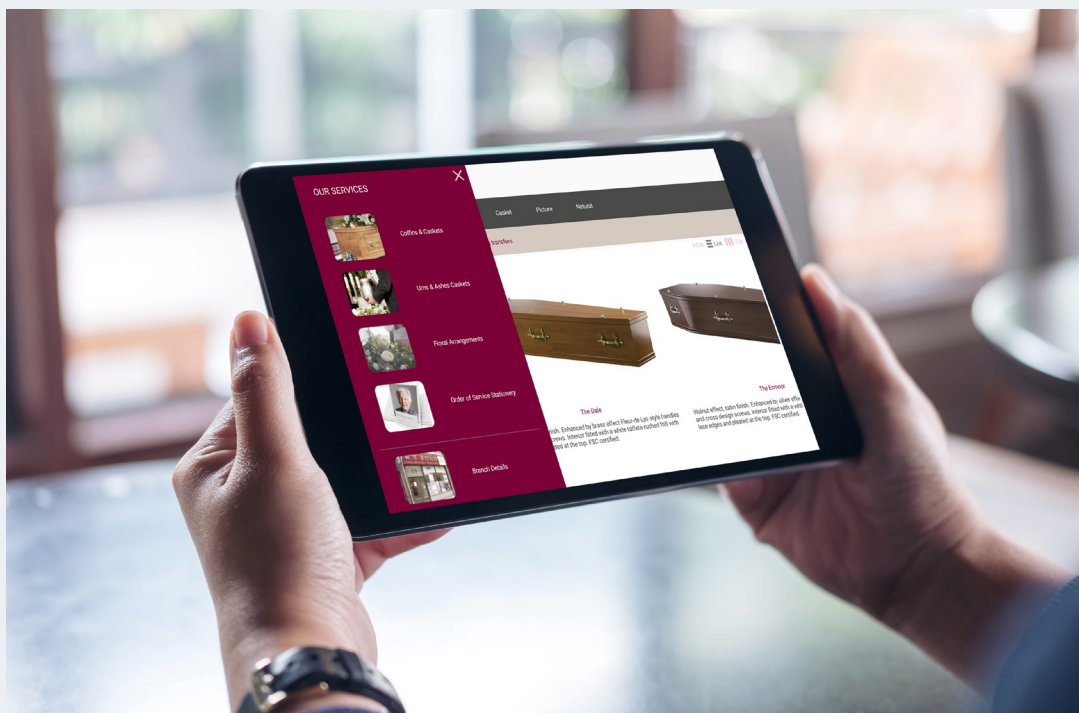
It was back in January that I wrote my first article for this newsletter, so it's been six months since you last heard from me and what a busy six months in terms of the Transformation Plan it has been! (And yes, it's still completely intertwined with my 'business as usual responsibilities' and yes, I am still frequently saying the word 'transformation'.)

We have a lot of new faces at Head Office in Sutton Coldfield, most notably in HR where we have completed the majority of our recruitment activity. It means we are now able to provide a lot more specialist advice and support across the whole business including a nationwide network of business partners – you can find out more about them in this newsletter.

With the rebrand a major focus of our efforts, we are also continuing recruitment for key roles in our Marketing team, and the IT department continues to grow to accommodate the additional needs of the business, such as tablets for arranging funerals (more about that on page four) and our evermore sophisticated web presence. We have also added more specialists to the Transformation team to help deliver our Good to Great plan.

All this change has created a challenge which can be summarised in one word – space! Through the excellent work of our Property team, who are also working very hard on delivering our new funeral networks around the country, we have leased a floor of the

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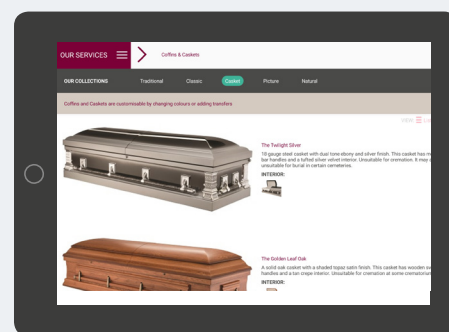


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library building in central Sutton Coldfield (helpfully roughly halfway between King Edward's Court (KEC) and Duke Street) from Birmingham City Council. So far, the Transformation team have moved there, as have the Web Development team from IT.

More teams will move there in due course and it means we now have space where cross-departmental project teams can work together. As a result, we have space being freed up in both King Edward's Court and Duke Street, so we can give teams such as Business Intelligence and HR more space to work in. To say that the HR team was crammed into their space at KEC was an understatement to say the least!



Don't be surprised to find that other teams based in what might now be termed the 'Sutton Coldfield Head Office Campus' are on the move in the next few weeks and months, so it's a case of watch this 'space'.

Regards,

Richard Portman
Corporate Services Director

TAKING THE GREATEST CARE WITH OUR NEW BRAND

We have decided to move to a longer, more phased approach to the branch signage rollout, starting with a pilot in the North West.

We strive to deliver the greatest standards of care through our meticulous attention to detail, state-of-the-art techniques and unparalleled humanity and sensitivity. We sum this up as 'taking the greatest care,' which is why we have decided to change to a longer, more phased approach to the branch signage rollout.

Previously we had let you know we were planning to have all our new fascias installed by the end of the year.

However, as we've begun the installation, we've noticed that there needs to be a lot more remedial or repair work at some branches than initially anticipated.

We've also decided that as this is a significant investment for our business, we should take more time to review how our new brand is performing in the market before rolling out on a national basis.

So, to make sure we get it right and to build on the positive consumer research we've already done, we've decided to test how the new brand works and is received by the local communities that we are a part of, focussing on the North West region.

In fact, we expect all of this region's branches to have their new signs



installed by the end of this week.

We will then see how the brand is working in the North West until the end of the year while we review the expected benefits to our market share. After the six-month pilot is finished, we will decide how best to rollout the new brand to the rest of the business.

As you'll have seen from previous communications, we have already installed some new fascias outside of this pilot region. These branches won't form part of the pilot, but of course we will be keeping a close eye on local performance and customer feedback.

While we test the brand in the

North West, we will continue to survey and design signage for all branches nationally – we have already surveyed over 550 branches, so have been making great progress. This means we will be able to move quickly to a full brand refresh, including any branch name changes, after the six-month pilot has finished and still meet our commitment to go from Good to Great by 2021.



The new phased approach means we will be keeping our current brand for marketing and promotional materials, including our main national website, until we have reviewed the results of the pilot early next year, but you will see the new brand in the North West and those branches' local websites, funeral notices and enquiry emails, as well as in our internal communications.

Our colleagues have done a huge amount of fantastic work to develop the new brand so far, so we hope you agree that it makes sense to take a thorough approach as we go from Good to Great.

Steve Wallis
Commercial Director

TESTING TABLETS FOR ARRANGEMENTS

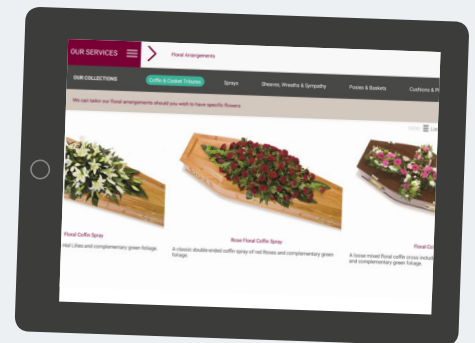
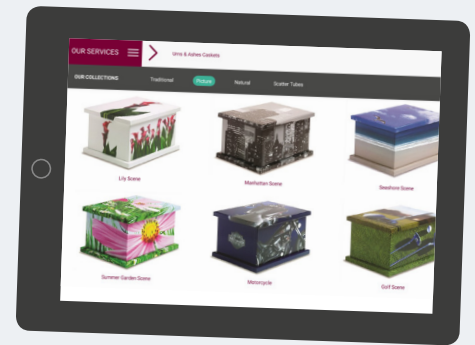
Six arrangers will test new tablet technology in clients' arrangement meetings in an eight-week trial.

Modernising the way we do things has been one of the main aims of Good to Great since the transformation was announced last August – and as the programme reaches its first anniversary, we've reached a key technology milestone.

Colleagues from across IT, Marketing, Funeral Operations and Transformation have been working together to create an intuitive tablet that it's hoped will enhance clients' and colleagues' experiences in the arrangement

meeting. The device holds photographs of the branches to help clients find us, as well as photos of coffins and caskets, flowers and orders of service.

The initial eight-week trial at three branches in the Midlands and three in the North East, will check how the arrangers feel using the tablets in their arrangement meetings, how clients perceive the online catalogues and how useful the content is. If successful, we will rollout the technology across the business, with a view



to adding more features – such as arrangement forms – in the future.

Watch this space to find out how they get on!

New Phones – Coming Soon

Improved telephony system coming to CSC later this year, improving our clients' experience.

Often the first port of call for our clients, and in use every day by CSC colleagues, our telephony platform, Avaya, has been showing its age recently.

Which is why, as part of our investment to take us from Good to Great, we're introducing a brand-new telephony system.

Giving our clients a seamless experience, whether they communicate with us at branch, online, by phone or a mix of all of these, is one of the key ambitions of our transformation programme. By bringing the contact centre onto one, consistent platform, the new



system will help us achieve that ambition and enable us to take the greatest care of our clients - however they choose to communicate with us.

Not only will the new Mitel platform be easier to use, with more licenses to allow us to grow, but the system will also give us better data, full supplier support, upgraded phones and headsets for CSC colleagues,

and tidier phone numbers. Following testing and a full training programme for CSC colleagues, we expect the new telephony platform to be in place by the end of October, with a staged rollout to minimise any potential disruption to clients and colleagues.

Gary Kinsella, Interim Head of CSC, said, "The new telephony platform will not only bring us up to the 21st century, it will also enable our teams to understand how they perform on a real time basis. By doing this, it will increase focus and as a result provide a better service for our clients."

MY, HAVEN'T YOU GROWN?

Our newly expanded HR team includes ten HR Business Partners right in the heart of our regions. Supporting Funeral Operations, Crematoria and Head Office, they're committed to supporting our journey from Good to Great.

As part of our Good to Great transformation, we've invested a great deal into improving our HR support, including creating a new team of HR Business Partners (HRBPs) who report into National HRBP, Rob Hiden.

The new role aims to add more value to the business, rather than being focused solely on reactive elements such as grievances, disciplinary issues, absence management and administration. Instead, by working locally with our managers and leaders, their job is to give insights and recommendations on key

people management issues such as recruitment, talent development and leadership, as well as improving capability to develop business results. This new collaborative approach aims to move us from Good to Great by improving consistency and standardisation in how we work.

Head of Human Resources, Tracey Rose, said, "I am delighted with the significant growth and investment in the HR team which will ultimately ensure that our employees are able to take the greatest care of our clients."

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National

Name: Rob Hiden

How will you help us get from Good to Great: I will share my experience of transformation programmes with other businesses to help us make the right decisions for our colleagues and clients.

You'd never guess that I: am a qualified scuba diver!

Get in touch at:
robert.hiden@dignityuk.co.uk.



Head Office

Name: Sarah Baker


I want to: drive the business forward through its people.

I love HR because: It's such a diverse role. You get to work across the business and really drive through change.

I've previously: worked at National Trust, Serco and in financial services.

Contact me:
sarah.baker@dignityuk.co.uk.

Scotland & NI



Name: Jenni Johnston
I love my job because: I'm so excited to be part of helping us realise the vision of making us the best place to work for our current colleagues and future recruits.
You'd never guess that I: grew up ankle deep in mud on a sheep farm in the Scottish Borders.
Get in touch: jennifer.johnston@dignityuk.co.uk or 07458 112663.

North West



Name: Steve Williams
My first impressions of Dignity: caring, respectful and unique
I'll help us go from good to great by: using my previous experiences of organisational change to help make the plan a reality.
Contact me: steve.williams@dignityuk.co.uk or 07767 414607.

North East



Name: Michele Hardy
I love my job because: I get to work with caring, compassionate and professional people and support and coach them to be the best they can be.
I love HR because: I get the opportunity to work with people to help them develop and grow.
Get in touch: michele.hardy@dignityuk.co.uk or 07458 051668.

Midlands



Name: Sarah Rogers
I love my job because: no two days are the same at Dignity; conversations I have with colleagues never fail to surprise me which makes the HR brain work hard!
I want to: support colleagues to have the experience and confidence to manage HR situations with integrity and respect.
Get in touch: sarah.rogersHR@dignityuk.co.uk or 07918 072487.

Anglia



Name: Amanda Killick
I want to: help make people's working lives better, even if it is in a small way.
You'd never guess that I: once scuba dived with Richard Branson in Jamaica.
Contact me: amanda.killick@dignityuk.co.uk or 07458 022499.

Wales & West



Name: Ann Bennett
My first impressions of Dignity: fascinating, complex and brave.
I want to: create an environment where people feel safe and can be honest and open with their feedback.
Contact me: ann.bennett@dignityuk.co.uk, or 07767 414503.

South East



Name: Claire Sewell
I want to: help create an environment where people can thrive in their roles, add value and be valued.
I've previously: worked in HR for The Body Shop International, Superdrug and TK Maxx.
Contact me: claire.sewell@dignityuk.co.uk or phone 07458 022500.

London



Name: Anne Graziano
I've previously: spent 19 years in horse racing with Arena Racing Company - sadly I have no tips!
I will help us go from Good to Great by: listening to colleagues, acting on their concerns and encouraging challenge, bravery and curiosity.
Get in touch: anne.graziano@dignityuk.co.uk or 07867 002871.

HAVE YOU REGISTERED YET?

It's been a couple of weeks since we launched our brand new Good to Great website and it's been fantastic to see so many of you join up and join the conversation.

If you haven't registered yet, then don't forget we're entering every colleague who registers before 31st August into our

prize draw to win some amazing prizes, including an Amazon Echo Show, 7" tablet and more.

www.dignitygoodtogreat.co.uk

Why not have a read of our **user guide** for some top tips to get you started?

The small print

- You must register with a Dignity or CMG email address or verified personal email address by 11.59pm on 31st August 2019.
- Winners will be selected randomly from the full list of registered users on 1st September 2019.
- Winners will be the first three names selected.
- There is no cash alternative.
- Winners will be contacted by email and informed by 7th September 2019.
- Open to Dignity colleagues only.
- Please send all queries to goodtogreat@dignityuk.co.uk.

1st prize
Amazon Echo Show 5



2nd prize
Amazon 16GB Fire 7" tablet



3rd prize
Anker portable Bluetooth speaker



4th prize
Anker wireless phone charger



What do you think of IT?

There's still time to tell us what you think about IT in our short survey.

With our plans to go from Good to Great gaining momentum, we need to make sure we're hitting the mark in IT – and your opinions can help make all the difference.

What's more, if you agree to be contacted for further feedback

and leave your details in the survey, you'll automatically be entered into a prize draw to win vouchers to spend at a Costa Coffee branch near you.

<https://www.surveymonkey.co.uk/r/ITatDignity>

If you have an urgent IT issue, call the IT Service Desk on **0800 151 3795**.





seconds with... **Kate Davidson**

REGIONAL MANAGER, UK OPERATIONAL AND
MEMORIAL BUSINESS DEVELOPMENT, CMG



Where are you based?

My role takes me across all of our 46 crematoria, which are geographically spread all over the UK, so my base is normally my car or a hotel room somewhere.

How long have you worked for Dignity?

I have worked for Dignity for nearly 8 years. How time flies!

What does a typical day look like for you?

I am sure everyone says this, but there is absolutely no typical day for me! It could be anything from attending meetings with internal colleagues, external stakeholders, helping and supporting colleagues across our crematoria, meeting with suppliers or clients, delivering training, getting involved in new projects or initiatives in CMG or across the wider business, working on site developments and refurbishments... the list really does go on!

How would you explain your job to a three-year-old?

I would say that my colleagues and I work really hard to help families remember their loved ones in a really special way... Not to mention we drink lots of tea, eat lots of biscuits and send lots of emails!

What's the most unusual/most eventful thing that's ever happened to you at work?

Lots of eventful things happen on a regular basis but I did once have a car accident with a big red London

bus on my way to Tottenham Cemetery with several CMG management colleagues in the car, and half of the Property team in the car behind me... it was quite embarrassing as we all stood on the High Street as the bus driver let all of his passengers off the bus in front of us... My colleagues were trying to reassure me not to worry but I was pretty mortified!

If you could change one thing about your job, what would it be?

I wish I had more hours in the day to achieve everything I want to achieve! But in all honesty, I'd love to be able to have more time to spend in different parts of the business where I have less experience to broaden my own knowledge and understanding of the great work that's happening in different areas.

What song/piece of music would you choose for your own funeral?

Never Forget - Take That. And I would expect everyone to do 'the dance.'

What would your top tip be to take Dignity from Good to Great?

I've already seen the countless benefits that come from working together with colleagues from across the business, so I think for me if we can continue to all work together, whilst recognising and using the great potential and fantastic people that we have across this business we stand the strongest possible chance of achieving our goals.

Who would you like to hear from in the next 60 Seconds update? Would you like to take part yourself?

Let us know at goodtogreat@dignityuk.co.uk.



Jargonbuster

Don't know your BAU from your ROI? Then we're here to help!

Party line

Put away the bunting and balloons (but leave the cake here, ok?) All this means is the official position. For example, "I just can't swallow the party line on these environmental standards."

Headwinds

No need to batten down the hatches just yet. In business speak, this simply means factors that can slow progress and cause delay to a project. For example, "Mega Taxi Inc. is facing strong headwinds with rising fuel costs."

Got a phrase that has you bamboozled? Let us know at goodtogreat@dignityuk.co.uk.



If you want to hear about transformation in more detail, why not listen in to the most recent Good to Great dial in recorded in June? Simply call free on **0800 0086371** to hear Transformation Director Paul Turner talk about progress being made, what Taking the Greatest Care means to all of us, and how IT is enabling our success. Remember you can leave your questions or feedback at the end (8 mins).

How was your Team Brief?

With the first Team Brief underway, we'd love to know how it was for you. Please take 30 seconds to let us know, [here](#).

Get in touch 

If you have a question about transformation, heard something on the jungle drums, have some feedback or a suggestion for the next newsletter, then drop us an email at goodtogreat@dignityuk.co.uk.