

18 October 2019

Welcome to your latest round-up of news from the Good to Great programme.
Head on over to www.dignitygoodtogreat.co.uk to see the news first.
Why not join the conversation today?

HELPING THE PILOT

Business Development Director, Alan Lathbury, reflects on how we should all be taking responsibility to help Dignity go from Good to Great, starting with the pilot networks.

As part of the Good to Great transformation programme, the funeral division will soon start to pilot the proposed new network operating model. This is a very important step for the whole organisation - not just funeral operations. Everyone in Dignity should be aware and ready to support the managers at all levels who are steering the pilot network transformation.

It is easy to sit back and think this doesn't directly affect me and I have no involvement in this - but either directly or indirectly the transformation programme has organisational wide implications and is crucial to the future success of everyone at Dignity.

As a practical example, I received a request from a Funeral Regional Manager regarding some funeral home acquisition information. I



knew he was involved in the pilot network and realised that any information I could provide would assist him in the transformation, even indirectly. Therefore, I made this a priority request and responded as quickly as possible. This request was against the backdrop of several other important deadlines and tasks - the point being we all need to

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recognise and be ready to support our colleagues in the delivery of the pilot network.

It should be everyone's top priority to be ready to help the pilot in whatever capacity we can - and by doing this, ensure we do everything we can to help the pilot and make sure we complete our journey and land safely at our chosen destination.

Alan Lathbury
Business Development Director



EMBRACING CHANGE IN THE PILOT NETWORKS

Changes are afoot – but how do we make sure colleagues are equipped to handle all the emotions and reactions they’re experiencing?
Read on to find out.

With the consultation well underway and gaining a positive reaction in our pilot networks, the employee representatives recently took the decision to close collective consultation early and move to individual meetings.

These meetings have been happening over the past couple of weeks, with colleagues finding out what the proposed ways of working may mean for them on a personal level.

Clearly, we can't go into too much detail while those conversations are ongoing, but so far, the mood remains cautiously optimistic.

Of course, new ways of working, potential new roles and potential changes of location all add up to a huge amount of change for people, so how are we making sure we support colleagues for what lies ahead?

The answer is ‘Embracing Change’ training. Covering everything from why we find change so difficult, to

the familiar origins of the change curve (coping with bereavement), and providing tools to help deal with change, the half-day sessions have allowed for frank and honest conversations as well as equipping colleagues with some useful techniques to use as they move forward.

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The Embracing Change course allowed me to refocus and put a little perspective on things. I felt the course was run very well.

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We spoke to employee rep, Bryan Bednall, Business Manager at Chas Widdowson & Son in Chesterfield, to get his thoughts.

“Personally, the journey has been a bit of a rollercoaster, trying to keep a positive attitude for the staff as well as trying to figure out what it all means for me,” says Bryan. “But the Embracing Change course allowed me

to refocus and put a little perspective on things. I felt the course was run very well and James (the trainer) added a good depth of character to make it interesting and meaningful. Being part of the pilot consultation rep group and going on the course first, also allowed me to give positive feedback to encourage other team members to attend.”

Change is exhausting and can be emotionally draining, so we need to make sure we support colleagues every step of the way, as well as providing all the practical info they need. And thanks to feedback from Bryan and his colleagues in the pilot networks, we will make some positive improvements to future training sessions.

“Like with everything at the moment, you have to keep an open mind to make the most of the Good to Great journey,” Bryan added.

Look out for more news on how we’re equipping colleagues to face the changes ahead, coming soon.

TESTING, TESTING...

With our new telephony system due to go live in CSC later this month, we caught up with the team to see how the plans are progressing...

Our new Mitel telephony system is due to go live in the CSC at King Edward's Court later this month, and behind the scenes, our colleagues have been busy getting ready for the rollout.

With benefits including better and smarter data, more support, newer phones and better headsets, the new system will help us take the greatest care of our clients who call the CSC when needing our help.

Developed thanks to insight from colleagues in Duke Street, IT and in CSC, the system went live on 4th October for the IT Service Desk. This early internal rollout, designed to make sure the system worked well in a live environment, has been a success, with all calls to the IT Service Desk now handled by the new platform.



It will help us deliver consistently excellent customer service for our members and their families.”

Zoe Issac, Customer Experience Team Manager, agreed, saying: “The training was very comprehensive, and the new system is impressive. It will give us greater capabilities in terms of coaching and supporting the agents live on calls which we haven't had before. I am excited about using it as the benefits are immense.”

With agent training planned and headsets ordered, we've moved onto User Acceptance Testing. Testers Natalie Brown and Sarbjit Takhar have so far given the new platform a big thumbs up, meaning we're still on track to go live with this part of our Good to Great transformation on 24th October.

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Laura Wilson, Administration Team Leader in the Client Service Centre, said, “I found the training really interesting and I can see this being a huge benefit to the CSC.

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MEET THE SHOPPING SQUAD

The Procurement team is expanding and growing their expertise to help us go from Good to Great. Check the team out here.



First up, we meet Paul Lockwood, who's leading the Procurement side of transformation:

Experience: 20 Years in Procurement, leading teams over the last 10 years, the last 8 years in Financial Services.

Specialisms are: IT, HR, Business Process Outsourcing and Marketing Procurement.

Has worked for: Police Mutual, BNP Paribas Personal Finance, Eversheds, Forensic Science Service, Npower and Sanctuary Housing Association.

You'd never guess that: He ran the New York Marathon in 2003.

Role: Elouise is here to help us through the legalities of our new supplier contracts.

Experience: In-house with legal teams and businesses as well as private practice, so is well aware of the demands on busy organisations to adopt a pragmatic approach to implementing legal solutions.

“Quality and service delivery is at the heart of the business, and this is clearly demonstrated throughout the culture and people.”

Elouise Faulkner-Brown

“**First impressions of Dignity:** Quality and service delivery is at the heart of the business, and this is clearly demonstrated throughout the culture and people.”

Describe yourself in one word: Inquisitive.

Next up, we head to aisle three to meet new Sourcing Manager, Jennifer Walsh.

I want to: Help make a positive difference and build strong relationships with stakeholders across the business.


“I worked in procurement for social care arena, making sure contractual arrangements for therapies and foster carers looking after vulnerable children were in place. This was very rewarding.”

Jennifer Walsh

”**I have previously:** Worked within both public and private sectors covering a wide range of procurement activities. Most recently I worked in procurement for social care arena, making sure contractual arrangements for therapies and foster carers looking after vulnerable children were in place. This was very rewarding.”

About me: I love to spend as much quality time as possible with my family and friends, going to live music gigs and generally just enjoying life.

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The next team member to go in our basket is Elouise Faulkner-Brown, Commercial Solicitor and Interim legal Counsel.





Next on our list is Laura Bratt, who has cut her procurement teeth on meaty contracts with some big household names over the past ten years.

Experience: Mainly facilities management for companies such as Molson Coors, AirBus, Bombardier and Government

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I enjoy caravanning with family, rugby and supporting my husband's Male Mental Health Charity.

Laura Bratt

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contracts for the Foreign Commonwealth Office, Home Office and Ministry of Defence, gained with large businesses such as Interserve and Initial.

Enjoys: Caravanning with family, rugby and supporting my husband's Male Mental Health Charity.

Last but not least is a name and face that will be familiar to many of you - Lana Somers.

About me: I've worked for Dignity for 5 years now and started off here in the CSC training department part time whilst studying for my



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Lana Somers

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degree in Psychology. After my degree I decided to take a role in procurement, and I've been here ever since.

With contracts from workwear to waste, stationery to print, and refrigeration to IT suppliers all up for negotiation and nationwide bargaining power, look out for more news and updates from this team over the coming weeks and months.

Will you be #100?



IT Director Paul Simpson has been ever so busy, and it turns out we've almost had 100 people email bettercallpaul@dignityuk.co.uk... Which means we've almost given away a £25 Amazon gift card! Will you be the lucky winner and get your IT problems fixed all at the same time?

Paul has been inviting colleagues to tell him about their everyday IT frustrations - from a weird noise on your laptop, to wiggling wires around to make things work. As an extra incentive we're offering the 100th person to email bettercallpaul@dignityuk.co.uk a £25 Amazon voucher for their trouble. Remember, we want to make life easier for you, so tell Paul what your everyday IT frustrations are, and he'll see



have any urgent IT issue, always call the IT Service Desk on 0800 151 3795 in the first instance.

Look out for the winner very soon!



seconds with...
Chris Scott
FUNERAL SERVICE
ARRANGER



This week we had a chat with one of our Funeral Arrangers in Northern Ireland. Check out Chris Scott's responses to our quickfire questions...

Where are you based?

Wilton Funeral Service, Whitehouse, Newtownabbey, Northern Ireland.

On my arrival at work, my colleague Isobel spoils me with a cup of her superb milky coffee, and we discuss the day ahead.

What was your first ever job?

Sales assistant in a toy and sports store called Leisureworld, sadly no longer with us! I still have the 34-year-old payslips to prove it!

What does a typical day look like for you?

I usually surface at 6am each day. You will find me out walking my faithful four-legged companion called Ossie along the shoreline of Strangford Lough before I return to the house for breakfast. The car journey to work is my time to catch up with the local news or with the latest events in the lives of my adult off-spring via the hands free.

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There will be families to meet, arrangements to be completed, paperwork to be sorted and the allocation of all the other daily tasks required of a funeral arranger in a busy branch. My day is scheduled to finish at 6pm and I return home where I join my partner Margaret for dinner, discussion and more doggie walks!

How and why did you get into the funeral industry?

At the age of 18 I had tried to emigrate to Canada which had a points system in place at that time.

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One of the jobs that attracted maximum points was the funeral business.

I remember knocking on the door of a local funeral undertaker in an attempt to 'get my foot' through the door in order to gain some experience but to no avail.

Life took a different direction but in early 2017 I had the opportunity to change direction in my working life and I applied for a part-time funeral arranging job with Dignity. I was successful and later progressed to a full-time arranger. I can honestly say I love my job.

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

When someone dies they will leave this world and go to a place of peace. It is my job to help their family start them off on this part of the journey.

What's the highlight of your day?

We in Northern Ireland, generally have a period of three to four days to make all the arrangements and have all the necessary paperwork in place for

the funeral which sometimes can be challenging.

When I lock up the branch at the end of a working day, I know that my colleagues and I have given one hundred and ten per cent to each of our families. That's the highlight of my day.

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

To ensure our technology is ahead of the game and that we have adequate resources and best training available to us to become not only great, but the greatest!

Are you excited about the future of Dignity?

I am already seeing changes at 'ground level' with the restructuring of the funeral plans, the eradication of a lot of unnecessary administration and the streamlining of pricing structures.

I feel that the people at the top are listening to our concerns and making changes for the benefit of all - especially our families. It is exciting to be part of it all.

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.

HOW WAS IT FOR YOU?

The latest team brief is well underway, and we'd love to know how it went for you.

Please take just one minute to complete our quick survey to let us know.

<https://www.surveymonkey.co.uk/r/Sept19TeamBrief>



JARGONBUSTER

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

Face Time

Not to be confused with the popular video-calling app, this particular piece of business speak refers to the opportunity to sit down to discuss an issue in person and is pretty much the same as saying 'face-to-face.'

For example: "I've been trying to get a little face time with the boss to go over this proposal, but she keeps cancelling."

Q1

A short and sweet way to say 'first quarter' when talking about the first three months of the year – whether calendar year or financial year. You'll also see similar shorthand for the other three quarters of the year.

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

THE RUMOUR MILL

I've heard that we won't have paper brochures at all in future. I'm worried about what this means for our clients.

FALSE

The new Arranger tablet has been developed in response to client feedback and to enhance their experiences with us, but it doesn't mean

we're doing away with paper altogether.

We know our clients will have different preferences, so we're taking a very careful approach to make sure we get it right and we will always have paper options as a back-up in case of network connectivity issues and so on.

Our current proof-of-testing group has had some marvellous feedback from some of our older clients, who have positively embraced the tablet even if they hadn't used one before. In fact, one lady asked for the arranger to come back to her house so she could see it again! Look out for an arranger tablet update soon.



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.