

## Case Study – Dairy Crest

### Who are Dairy Crest?

Dairy Crest is the UK's leading chilled dairy foods company. They manufacture a range of everyday dairy brands including Cathedral City cheddar, Clover spread and Country Life butter. Dairy Crest also supply milk to retailers throughout the country, from major supermarkets to village stores and their milkmen deliver milk to thousands of doorsteps in England and Wales every day.

### What did we do for them?



'Dairy Crest approached Avon Tyrrell and asked us to deliver a three day programme to complement their in-house development training. This would be for individuals from all across the company from a range of different positions. Through discussions, meetings and even a management familiarisation event, a bespoke programme was tailor-made to fit the needs and desired outcomes of the organisation, based around the company's values' and the individuals **Margerison-McCann Team Management Index preferences.**

We enabled Dairy Crest participants to create a safe, trusting environment in which to explore personal beliefs, values and perceptions, where participants could stretch themselves and learn whilst having the support of an effective team. During the programme we looked at values and issues such as: change management, trust, conflict management, communication and appreciation as well as topical issues which developed throughout. Through outdoor activities, games and initiatives we built transferable skills that could then be taken back to both the

working and personal environments and individuals were encouraged to take responsibility for their own situation and behaviour. Feedback sessions were delivered throughout the course by designated facilitators and the team members themselves, as peer feedback was encouraged in order to fully explore effective ways in which to discuss and develop their team and personal performance.'

### What was the impact?

- Improved cooperation, understanding and team work between Lead Team members.
- The event built on what had already been achieved and provided a platform for further development.
- Specific corporate aims were met, which the course was tailored to, and in this instance it was to explore and reflect on the company's core values of Respect, Listen, Care, Create and Lead.
- Many people overcame personal barriers and achieved well above their own expectations. All achievements were celebrated resulting in a caring, supportive and encouraging team. This in turn will help the company form stronger internal links nationwide.
- Participants learnt to live in the environment they created – both physically and mentally and had to deal with any consequences.
- Memories that will provide enjoyment, insight and lasting value.

## Client Feedback

Just a quick note to thank you all for an outstanding three days. The organisation and facilitation was top notch, as we have come to expect from the Avon Tyrrell team.

The team all arrived home safely, physically and mentally drained. I think most of them slept for the remainder of the weekend!. Spoken to a few of them this week and they are all still "buzzing", they may not physically be at Avon Tyrrell, but mentally they are still there.

We have asked Delegates and Coaches for their feedback which we are collating and will circulate a copy of the summary to you shortly.

The quality and depth of feedback from the Delegates we received thus far has been the best I have ever seen. I must thank you for the work you put in organising event for us, and especially to the Avon Tyrrell coaches who did a fantastic job of drawing out the delegates key learning experiences and helping them relate them back to the workplace.

I have never seen more powerful and effective feedback sessions as I witnessed last week. I think the five mixed group model we used was a resounding success and exceeded our expectations, we will definitely base future programmes on this model.

You all did a fantastic job which contributed to the best programme we have ever had, this is a view shared by the entire coaching team, heck of an act to follow next year!

I really must mention the contribution Molly made to the process, very hard to single anyone out from an outstanding team performance, but her group and the DC coaches who observed the group were highly impressed by the quality of the feedback sessions she facilitated, especially during the team exploration session. The exercise with the roll of toilet tissue- significant episodes in your life had a profound impact on the team, and is one of their highlights of the programme.

Please pass on this feedback and the sincere thanks from myself, the coaching team and delegates for a job superbly done.

Roll on next year!

Best Regards

Mark

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