



East of England  
COOP

NORWICH CO-OP SOCIAL  
THE WONDER LOAF

# So what is culture?

“It’s one of the hardest things to articulate and measure, like trying to walk on smoke”

“What people do when no-one is looking”

“Culture is drawn from the personalities, values and actions of the leaders. It’s about the ‘tone from the top’”





**'Culture eats  
strategy for  
breakfast'  
- Peter Drucker**

Vision



Trusted  
as the 1st  
choice locally

Purpose



A business for  
people and communities  
not just for profit

Values




We care  
We can do  
We grow






*Small things* big difference



If you think you are  
too small to make  
a difference, try sleeping  
with a mosquito.



**Dalai Lama xiv**

# Attracting, engaging and developing colleagues that inspire customer trust



**Leading**  
a learning  
organisation



**Delivering**  
safety, wellbeing  
and support



**Embracing**  
smart and  
diverse  
resourcing



**Inspiring**  
performance  
and recognition



**Enabling**  
communication  
and engagement

**SMALL**

**THINGS**

**BIG**

**DIFFERENCE**







***"Praise, leadership attention and autonomy are more effective motivators than bonuses, increased pay and stock options."***

**McKinsey**



***"The single highest driver of engagement was whether or not workers felt their managers were genuinely interested in their wellbeing."***

**Towers Watson**





Jodi Adams from our Frinton food store was one of the first colleagues to take part in our new Apprenticeship scheme. Jodi is an Apprentice Team Manager, which means she's getting real hands-on experience, whilst also learning loads about the business.

*"I've learnt so much and come a long way. My written work has improved and I've learnt a lot about our Co-op!"*



Chris Pain and the team at Leiston food store make a habit of getting to know their customers, talking to those who they know are lonely and might not speak to many people throughout the day.

*"A simple hello does go a long way, and looking after customers is absolutely paramount. It's natural really!"*



Joanne Creek and the team at Sible Hedingham food store were crowned the overall Champions in our recent Membership recruitment drive. The team recognised the importance of recruiting new members to our Co-op. They made the drive fun by adding a bit of competition to the process using a chart in the office to record when colleagues had signed up a new member.

*"The team fought it out to get the most members. We had a chart up in the warehouse to keep tabs on how many members we'd got!"*



Michael Davies has worked in the funeral industry for over 27 years. Earlier this year, he took on the new position of Professional Services Manager. He's used his new role to tackle the issue of the confusion between co-operatives and sharing his knowledge and experience of repatriation.



*"Every repatriation is different so attention to detail is crucial. It's the little things we do behind the scenes for families that make a big difference"*

*Find out more about Michael on page 9.*

### EVERY DAY, COLLEAGUES ACROSS OUR CO-OP DO SMALL THINGS THAT MAKE A BIG DIFFERENCE TO OUR MEMBERS, CUSTOMERS AND COMMUNITIES.

Sadly we can't share all of them, so we've picked five colleagues who all have an interesting story to tell. You'll also see these stories featured in the Small Things, Big Difference learning which launches in the next few weeks.

Lisa Lightly and the team at Tiptree Travel were recently shortlisted as one of the top five high street travel agencies in the East of England by the Travel Trade Gazette. The branch was nominated by a panel of 60 travel suppliers for their business performance, customer service and innovation. The local community really got behind the team presenting them with cards and flowers.

*"We listen to our customers so we can build a picture of them to give them the exact holiday they're after!"*



### GOT A STORY TO SHARE?

Let us know by emailing [smallthings@eastofengland.co.uk](mailto:smallthings@eastofengland.co.uk) and we could feature you next!





*Small things  
big difference*




or championing a fresh approach to Sharpen team projects that replace 'theatre' when doing the right thing

& Chris S for taking it upon themselves to build new desking/work areas in the studio, thereby saving us thousands

 Helen and Vanessa for telling a client the business they wanted to launch wasn't a business, for having a honest "we don't"

 Lorna Mackinnon for staying in the office till 4 am waiting for the shutter repair

 Graham for relentlessly pursuing (& getting) the work we wanted to

support for people across the company, to help improve their work and life

each - the clients loved her!

stay in-store consumer experience ever!

to who had a heart attack in her session

her nerve during her 1<sup>st</sup> pit  
surprised



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