

ACCELERATING CHANGE AT BIBBY DISTRIBUTION



BIBBY DISTRIBUTION IS ONE OF THE LEADING LOGISTICS PROVIDERS IN THE COUNTRY, WITH OVER 90 LOCATIONS IN THE UK, EMPLOYING OVER 2500 PEOPLE. BIBBY PROVIDE CONTRACT LOGISTICS, WAREHOUSING AND DISTRIBUTION SERVICES FOR HOUSEHOLD NAMES SUCH AS MORRISONS, SAINSBURY'S, TOYOTA AND KELLOGG'S. THEY MANAGE OVER TWO MILLION SQUARE FEET OF WAREHOUSE SPACE AND THEIR FLEET TRAVELS MILLIONS OF MILES A YEAR.

CASE STUDY: BIBBY DISTRIBUTION



THE CHALLENGE

Bibby asked Brathay to develop a three year organisational change and employee engagement programme – ‘Accelerate’ – designed to impact the bottom line; growing the business and increasing employee retention. Brathay had established a successful working relationship with Bibby already, by developing their 30-strong top team of business leaders and 100 second tier managers to define their organisation’s culture and values. The values were designed to bring company strategy to life, and integrate colleagues from acquired businesses quickly.

THE SOLUTION

Brathay designed and delivered an innovative, immersive change programme ‘Accelerate’ closely linked to Bibby’s business strategy, over a three year period. All 130 business leaders took part in facilitated workshops, 360 degree feedback and relevant outdoor learning experiences at Brathay Hall. The programme was designed to build problem-solving skills to improve business performance, and to support leaders in aligning people to strategy through improved relationships, trust and a shared sense of purpose throughout the organisation.

OUTCOMES

The success of the ‘Accelerate’ programme created lasting change within Bibby Distribution. The company’s 130 business leaders were well equipped to lead the organisational change programme, increasing employee morale and engagement to create a climate of commitment and success. Managers reduced costs by £3.4m in one year alone by using new creative problem solving skills. Relationships with key partners went from strength to strength and resulted in partnerships being extended and renewed. Most notably, the company achieved its three most profitable years ever, demonstrating year on year growth.

“BRATHAY HELPED US TO DEVELOP 130 BUSINESS LEADERS AND BRING TO LIFE OUR BUSINESS IMPROVEMENT AND EMPLOYEE ENGAGEMENT PROGRAMME. ‘ACCELERATE’ MADE A LASTING IMPACT ON OUR PERFORMANCE AND CULTURE. WITHOUT BRATHAY WE WOULD NOT HAVE ACHIEVED THE BUSINESS-WIDE SUCCESS THAT WE DID.”

Alan Paterson
Bibby Distribution Operations Director
