

14th June 2019

Welcome to your latest newsletter about our Good to Great plans. In each issue you'll be able to meet the team, find out what's going on and understand what our journey will mean for you. Let us know what you think!

A CLEAR BEACON OF QUALITY



With the first branch signage in the new Dignity brand due to be installed this week, it feels like we've reached a big milestone in our ambitious plans for the future.

So what is the new brand?

You could say it's a new dawn. It's certainly blue! It's definitely a relaunch of who we are and what we stand for – but what it emphatically isn't is taking away all of our local trading names. After all, two-thirds of our business comes through local word of mouth and reputation and we expect this, and will encourage this, to continue.

What our new brand absolutely does mean is that we are standing up and willing up to be counted as Dignity. We are being unapologetic about who we are, and with some fantastic TV advertising planned for later this year, new branch signage



artist's impression

and significant investment in our digital channels, we are supporting our nationwide brand like never before.

We're rebranding because we want to give families a clear choice between us and the small, local competitors who make up the majority of the market – and a distinctive, consistent, nationwide brand gives us this edge.

As you may already be aware, there are big changes coming down the road for the entire

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Good to Great Update

Transformation Programme newsletter

from good
to **great**



DIGNITY
FUNERAL DIRECTORS



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Your insight, involvement and contributions have been (and will continue to be) absolutely vital for a successful Good to Great journey
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funeral industry with the CMA work and planned FCA regulation for the pre-arranged market. So by putting money and effort into our brand and marketing, we can make sure we are ready to signal ourselves as a clear beacon of quality in a busy marketplace.

You'll see from the article later on in the newsletter that our new strapline is 'taking the greatest care.' I hope you'll agree that it clearly and effectively articulates the way we operate, the way we think and everything we do for our clients and colleagues. It simply conveys our way of life and what we already do, but means we are being clearer about it.

In fact, the whole rebrand shows a new willingness to shout from the rooftops about who we are and that we are proud of being Dignity.

But 'taking the greatest care' doesn't just extend to our clients and marketing. It's clear from your feedback in surveys and your input into recent research that we need to pay more attention to our colleagues. Your insight, involvement and contributions have been (and will continue to be) absolutely vital for a successful Good to Great journey, and with that in mind I am very

much looking forward to chairing the first Employee Forum in July with your elected representatives.

You'll no doubt have plenty of thoughts about our new look – after all, it is very different from our current burgundy and green tree. We showcased our new brand at the Good to Great Live management conference in March, which your senior managers will hopefully have shared with you by now. If they haven't, and you'd like to know a bit more about the new brand and the transformation plans, do ask them to share it with you.

As you can imagine, there's lots to do to embed our new brand into our many processes, documents, systems and ways of working. All of this takes time to get right, so look out for more news and what this means for you over the coming months as we roll it out across the business – taking the greatest care, of course.

Warm regards,

Mike





TAKING THE GREATEST CARE – OUR NEW BRAND



As we continue our journey from Good to Great, one of the first big changes you'll see is a smart, professional and modern new look for Dignity.

We've created a strong and consistent national identity to enhance our existing local brands. Our aim is to make Dignity Funeral Directors visible, so people in your communities become aware of us, and for us to be the first choice – instead of our local competitors – for both at-need funerals and pre-paid funeral plans.

We've taken a lot of care to make sure our new look showcases who we are and what we do. We really hope you like our new look and that we can all be proud of it.

A SIGN OF THE TIMES

Our signage contractors are due to install the first signage in our new brand this week (look out for photos in the next newsletter), with all branches expected to have new signage in place by the end of the year.

We'll be in touch with each branch directly to let them know what's happening and when. At the same time the signage gets installed, each branch will also receive new client packs, business stationery and window posters in



our new brand. We'll also update your local web page and Funeral Notices at the same time, so our clients' online experience matches their branch exterior.

WHAT'S DIFFERENT?

Our new signage includes the term 'Funeral Directors'. This is to link in with our new branding as Dignity Funeral Directors as well as supporting visibility in online search, as Funeral Directors is one of the most popular search terms used when at-need. This will be the same across every single branch, helping to build the consistency we are looking for nationwide. A small number of Funeral Homes will also experience a name change

to a stronger local brand. This will happen at the same time the new signage is installed.

'TAKING THE GREATEST CARE'

Our new strapline is something you'll start to see more of in our new marketing and advertising materials. You're already taking the greatest care in what you do – so we're going to tell people this. It's a promise to our clients, our employees, colleagues, suppliers and our communities of how we will behave both now and in the future.

For generations we've treated the deceased that have been entrusted to us, and their loved ones, with the greatest care.

We are a caring network of people, with a proud heritage of serving communities and families at their greatest time of need.

And by expressing how we're taking the greatest care in our marketing, we will grow our business.



WINNING WORKSHOPS

A few issues ago we let you know about the Good to Great workshops happening around the country, as we get to know about the many different processes which go into taking the greatest care for our clients.

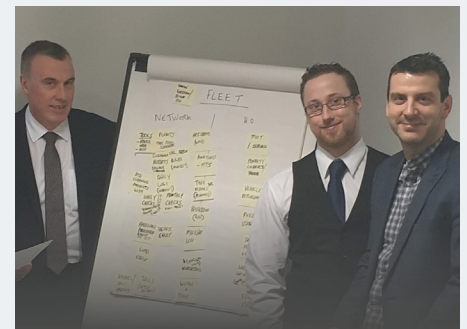
We've been continuing to talk to as many of you as possible and wanted to say a great big THANK YOU. Your contributions and help have been invaluable because of course, it's really important that as the people who do the jobs, you have a say in what our future ways of working look like.

As well as being hugely welcoming and helpful on our many site visits, you've also given us enormously helpful insight when we've tested

out potential new processes for arrangement and service delivery in our workshops. Your feedback has also meant we've been better able to understand what our IT systems need to do for us in future.

It all means that our new ways of working have truly been created by the experts out there – YOU. And that gives us great confidence that when we come to use the processes for real, we really will be taking Dignity from Good to Great.

🗨️ And don't forget, you can keep sending your questions, suggestions and feedback to goodtgreat@dignityuk.co.uk



“
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15-20

site visits to understand current ways of working



22

business-led workshops for new arrangement and service delivery processes



15-20

over 45 new process maps created and agreed



17

experts involved from all regions



SECONDS WITH... **PAUL TOGHILL**

DIRECTOR OF DISTRIBUTION & PARTNERSHIPS



Where are you based?

Duke Street is my main office and where most of my team are based, but I am often found all over the country working on various things, or closer to home working out of an office in E Hooper & Son Funeral Directors in Bath.

How long have you worked for Dignity?

13 years this October (good job I'm not superstitious).

What does a typical day look like for you?

As much as I don't always work out of the same location, I don't really have a typical day, this is one of the things that I really enjoy about the job. My role involves the running of our funeral plan business on a day to day basis, more recently a lot of my time has been spent working on the strategic plan for pre-arrangement.

To give you a flavour of the sorts of things I get involved in, these include the development of new Funeral Plan products and propositions as well as the systems to support them, working on our funeral Plan Marketing activity (you may have seen the recent TV advertising) and overseeing our funeral plan inbound and outbound call centre.

When I'm not doing that, I spend a fair amount of time working on finding and securing new funeral plan distribution partners as well as overseeing the management of our 21 existing partners with anything from tender pitches and negotiating new contracts, through to customer communications.

It may sound like a lot, but I have great direct reports and teams behind me, they do the hard work!

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

In the words of Peppa Pig, "Letters and Numbers!" If like me you have young children you will know the episode (along with every other episode!).

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

Getting locked in E Hooper and Son Funeral Directors when I was working late one night, there had been a new door fitted, and I didn't have a key. Needless to say, following a few phone calls I was eventually freed!

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

The distance between home and work.

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

Chasing Cars by Snow Patrol.

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

Believe in yourselves! In my experience we have excellent people within the group, and with the help of the transformation program we can and will achieve great things!



Jargonbuster

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

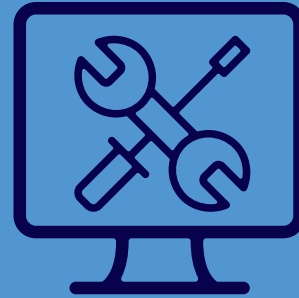
Take offline

Sometimes a meeting can end up with a good old discussion – often taking the actual reason for the meeting off on a tangent. To get the meeting back on topic, you may hear the person chairing the meeting say “Let’s take this offline.” It’s a polite dismissal to get the meeting back to the agenda and signals that the ‘off topic’ conversation should carry on afterwards.

COB

If someone mentions COB in an email to you, then don't make the mistake of ordering a cheese & ham sarnie for your lunch! This is short for ‘close of business,’ usually taken to mean that someone needs an answer, or is promising to do something, by the end of the working day – usually 5pm.

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



What's bugging you?

If you're about to give your PC a good thrashing, or there's a gremlin in your systems, then our IT Director, Paul Simpson wants to know! We want to make life easier for you, so tell Paul what your everyday IT frustrations are at bettercallpaul@dignityuk.co.uk and he'll see what he can do.



Listen in!

To the new Dignity radio advert and leave your feedback and comments at the end.
Simply call free on **0800 0086371**.

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