

Good to Great Update

Transformation Programme newsletter



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!

Collaborate, Lead, Change



Last week we invited Senior & Middle Managers from around the business to our conference, Good to Great Live, giving them the opportunity to find out more about our transformation plans, to have their say and to work together on shaping the future of our business.

Taking our managers out of the business for a day is a big investment, but as we embark on a series of radical changes for our business, I wanted to make sure everyone was on the same page, not least because they are tasked with communicating the outputs from the conference with you.

We learned about the 2018 business results. We heard about transformation and the investments we're making. And most importantly, we had sessions where we were able to listen deeply on topics including our Digital Agenda, Our Ways of Working, Our Changing Jobs and how we keep and enhance

the gold dust that makes our business so special, Playing to our Strengths. These four working sessions were incredibly energetic and we have taken away plenty of valuable insight to help us shape our designs and ensure that transformation is truly designed by the experts in our business.

Many of you will be wondering just when you will start seeing the changes, so I will reiterate here what I said at the conference. Namely, we already do so many things really, really well. Our business is not broken. But our objective is to move the dial to such an extent that we offer clients a clear choice between us and our competitors. The changes will take time and will not happen with a giant leap into something totally new. We need to think carefully and plan carefully for change to be a success.

That is why our three-year plan is methodical, pragmatic and sympathetic. It will take small, considered steps to take us from Good to Great. We do not need to rush, but we do need to get it right - that way, we will lead the funeral sector in terms of quality and value for money. There remains a lot to do, and we will share timelines as soon as we can, but please be assured that I am more convinced than ever that we can do this together and keep true to our values and focus on the client.

Finally, my challenge to the management teams was to **Collaborate** better, to **Lead** better, and to embrace and manage **Change** better. I hope I can count on you to help us rise to this challenge as we go from Good to Great.

Mike McCollum
CEO



An Audience with Mike

We'd like you to channel your inner Jeremy Paxman or David Dimbleby and think about the burning questions you'd like us to put to Mike.

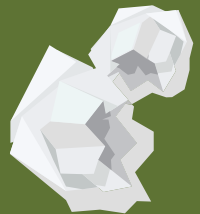
We're filming him in a couple of weeks and the idea is to make sure we address the issues that mean the most to you.

Whether it's about an aspect of Good to Great, you want to know what makes Mike tick or any other topic that's on your mind, just let us know at goodtogreat@dignityuk.co.uk by 11th April.



Paying with Ease - Saving Trees!

A new trial aims to make it easier for us to do business with – and will benefit the environment too.



Did you know
that we post
a whopping
34,000
paper remittances
every year?

That's a lot of paper, envelopes and when you put the price of stamps into the mix, well, suddenly paying suppliers becomes an expensive business.

A new trial of e-remittances has been underway since 21st March, with suppliers and employee expense claimants receiving an emailed PDF as proof of payment made to them instead of a piece of paper in the post.

With the aim to go from Good to Great by creating a more streamlined and environmentally friendly process, the trial has gone so well that we're aiming for a nationwide rollout later this month, so please expect your expense remittances to arrive by email shortly.

Watch this space for more info!



60 Seconds with... Angela Eames



Name:

Angela Eames

Role:

Financial Controller

Where are you based?

Head office – King Edwards Court

How long have you worked for Dignity?

29 years

What does a typical day look like for you?

There is no typical day as my role is very varied and depends what part of the accounting cycle we are on.

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

Gosh, explaining accounting to a three year old! – OK, once a year I help prepare a colourful book that tells a story on how we have performed in the last year. I also make sure we follow rules so we don't get into trouble for getting the numbers wrong.

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

After 29 years there have been a few but not many I could go to print on! We had to rescue a racing pigeon once, that was eventful.

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

Fewer emails and more conversations.

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

I'd have two (I'm worth it!). Firstly, 'Waterfall' by The Stone Roses, and then 'Open the Door to Your Heart' by Darrell Banks.

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

We need to listen to our stakeholders and have good collaboration between all areas of the business.



Jargonbuster

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

Omni-Channel

As we progress through the transformation plans, you may hear this phrase and wonder what on earth it is. Put simply, it means that we'll be seeking to provide clients with a seamless experience, whether they're contacting us online from a desktop or mobile device, by telephone, or in a one of our branches. It's really important that however our clients interact with us, they experience a consistent Dignity service that reflects our brand and our ethos.

Stakeholder

It may conjure up images of someone holding a large piece of garden timber, but a stakeholder is simply a person or group that has an interest or concern in an organisation.

Examples are clients, directors, employees, government (and its agencies), owners (shareholders), suppliers and the wider community.

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



What's Bugging You?

The IT team have some big challenges ahead as they support the Good to Great transformation, but as Mike alluded to in his message, sometimes we need to take smaller steps to win.

Our new IT Director, Paul Simpson, wants to know what everyday frustrations are driving you up the wall that we may not know about. We want to make life easier for you, so tell Paul what you believe needs to be done at bettercallpaul@dignityuk.co.uk and he'll see what he can do.



Listen in!

If you want to hear about transformation in more detail, why not listen in to our latest Good to Great dial in? Simply call free on **0800 0086371** to hear Transformation Director Paul Turner and Programme Manager Sima Tudor speak – don't forget leave your question or feedback at the end (5mins).

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 goodtgreat@dignityuk.co.uk