

## THE CLIENT

Caravan Guard, who offer specialist insurance for caravans, motorhomes and other leisure homes to over 90,000 customers.

## THE ISSUE

Caravan Guard were keen to develop company values that informed employee behaviour, recruitment decisions, ongoing development programmes, performance reviews and rewards and recognition.

## OUR SOLUTION

We helped Caravan Guard administer an employee survey to gain an insight into current values. A workshop took place with the board to determine their views on desired values for the future and we held several focus groups of employees to gain their thoughts on the values and behaviours. All managers took part in a workshop to provide them with the tools to embed the values.

## RESULTS

A great set of values were developed that are easy to understand and totally unique to Caravan Guard. Feedback is that they are now fully integrated into everything the organisation does.

*“We recently did an employee survey on the values and got great feedback. The values are now woven into recruiting and appraisal, and steering the decision making and behaviours of our people.”*

**RYAN WILBY, MD**