



Unique insight into staff and customer experiences.

Case Studies

Major UK Supermarket Retailer

The brief

The brief was to design a series of activities and inputs that would enable these leaders to intellectually and emotionally experiment with and engage in the new values so that they would in turn be able to cascade these values to their teams. A core philosophy underpinning these values was the extent to which leaders of the business were effective at creating the environment where their colleagues could do their best work.

The challenge

We needed to represent the voice of the colleague so that leaders could really understand and engage with what was important for them. We considered doing vox pops but discounted them because we wanted something that touched these leaders in a more emotional way. And yet we knew that we could not ask first line employees to come into these senior sessions without being intimidated. We engaged the Verbatim Playback team to create a dramatically compelling solution.

The solution

The Verbatim Playback team developed a set of "verbatim dramas". They interviewed real colleagues, finding out what was important to them and what they wanted from their leaders. The use of "verbatim dramas" was particularly effective because they literally acted as a voice-piece. They listened to the colleague's interviews through earpieces and then simultaneously relayed these to the leadership audience – with the same words, intonation, even pauses and stumbles. Actors delivered these interviews facing the leaders as if engaged in a two-way conversation – simply sitting on a chair just feet away from their "audience." The impact was incredibly powerful.

The result

With a group as senior as this, it was easy to get a response of "been there, done that." The talent of the Playback Verbatim team and the power of the solution meant that even the most cynical and jaded manager was touched and challenged in equal measures and looked into their own conscience to really ask themselves whether they were doing all they could to do best by their teams.

There were about 80 events often run concurrently. In order to meet this challenging rollout schedule, there needed to be a large team of actors who could all represent the views of the colleagues in a consistent way. The quality, consistency and commitment of the whole team was exemplary from the very first event to the very last. These events would undoubtedly have been less impactful had it not been for the hard work, talent and determination of Verbatim Playback team.

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