

ANOTHER IMPACTFUL STORY BY 361 DEGREES



Fonterra Employee Value Proposition Launch

Need:

To launch the company Employee Value Proposition (EVP) of Fonterra and drive its adoption among Senior Management through the conceptualization and execution of a novel experience.

The Fonterra EVPs:

Purpose. Growth. Authenticity. Celebrate.

Solution:

Create an experience using the presence of an aspirational figure; Dilantha Malagamuwa - world renowned Sri Lankan race car driver to evoke inspiration among all participants.

Each participant shared stories and perspectives in relation to each EVP through different mediums (activities, stories, discussions, videos etc.), following which, they were tasked with selecting the most relatable descriptor / statement that best resonates with each EVP.

Example:

EVP: Authenticity –

Participant A - Being heard as a contributor in a forum

Participant B - Dress sense at work

Once the descriptors were selected, each participant had to make a personal tabletop cube with each descriptor stated on it, to aid daily recall and reinforce the EVPs.

Result:

Each participant was able to understand the basis of each EVP as well as being able to communicate its core essence to others by relating the associated descriptor. Through this initiative, Fonterra was able to cascade the EVP campaign down to all levels of the company due to high advocacy on part of the senior management and the credibility in their adoption of the EVPs.

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