

# Carter & Carter Group hears Voice of the People

Case Study



Carter & Carter

## Background and Objectives

Carter & Carter Group PLC is a major provider of government and employer funded vocational learning and outsource support services to large corporate organisations. With teams across the UK, North America, Germany, Japan and Australia, the Group offers includes the funding and delivery of apprenticeships, skills for life, workforce development and business improvement programmes and NVQ delivery.

Following the acquisition and integration of several new business units, the organisation was keen to collect and respond to feedback from employees about the changes. The feedback had to be in a format which could be presented at the annual conference, and also needed to be connected to specific discussion topics during the conference.

## Planning and Preparation

MStudios considered a range of techniques for presenting information in order to choose the most appropriate for its client's needs. Finally the team selected a Vox Pop format, whereby individual employees would be interviewed informally in front of a camera.

Working with senior management, the MStudios team prepared a series of questions on various topics, including the new corporate structures, new systems and established company values.

## The Project

The MStudios production team spent two days filming on location at the client's offices.

- Close co-operation with employees and managers achieved natural, effective comments
- Footage edited into 16 one-minute clips, each relating to slightly different topic areas
- Clips interwoven with presentation topics to ensure maximum impact
- Production and display equipment sited strategically throughout conference venue

## Results and Outcome

The Vox Pop format proved to be both powerful and effective at conveying the concerns and interests of employees in a way which was friendly and non-confrontational.

- Careful questioning revealed many issues of interest to all staff
- Employees felt listened to rather than preached at
- Increased employee engagement improved quality and effectiveness of entire conference
- Short clip format allowed a clear focus on specific topics and supported conference speakers

