



## CUSTOMER STORY

# Kyocera: Philosophy & Culture Workshops



Kyocera Document Solutions UK (KDUK) is one of the world's leading document management companies. Headquartered in Reading since 1988, the company also has two technology suites located in London and Manchester. Kyocera organises annual workshops for all of its employees to revisit the organisation's five values; based on the founder's philosophy. Julia Allen, KDUK's Organisational and People Development Manager said, "The workshops ensure that the philosophy, values and their associated behaviours are fresh in our employees' minds. We also utilised this year's workshop to launch our new mission statement."

**"In comparison to the workshops we have done in the past, I found this one to be the most rewarding and certainly the best organised and most fun! I know from speaking to others that this sentiment is shared among the group. Thank you GRA!"**

### LAURENCE CHETWYND

Customer Training Executive

KDUK's goal was to determine how the value of 'consciousness' would enable them to be a 'Partner of Choice' and to ensure that the 'Customer First Principle' would be upheld by their employees.

"We were searching for a training provider to support the workshop and help our employees understand our goals. We were intrigued by the energy, enthusiasm and knowledge that the GRA team possessed. We knew instantly that GRA were the perfect match for Kyocera when they introduced their 'Challenge by Choice' ethos, providing a safe learning environment for our employees."

The programme, designed by GRA, enabled everyone in the organisation to take part in the workshop irrespective of job role, experience and tenure within KDUK. We worked with the leadership team to tailor the programme to their specific objectives and focus the team development business scenario on consciousness. The scenario simulated a business environment and enabled delegates to complete both indoor and outdoor team exercises, from physical to non-physical, to be rewarded with 'revenue'. In each workshop, the team took on the role of a 'department' that contributed to overall business objectives of the made-up organisation.

By the end of the sequential workshops, all 165 participants had contributed to the overall objectives and successfully completed the scenario by achieving an overall profit. "As this programme was designed around values and behaviours, I would say it is hard to measure the exact return on investment we achieved as an organisation," said Julia Allen. "However, in terms of our employees embracing the values and adapting their behaviours - such as the importance of collaboration and always remembering the customers' needs come first - I would say there has been a substantial return on investment." For KDUK, one of the highlights from the programme was also witnessing the challenge by choice ethos in action.

**"The cooperative environment gave me the confidence to push beyond my comfort zone and believe in the ability of myself and others."**

KDUK planned to revisit the training company-wide six months after the initial programme and incorporate it into their next philosophy workshop. Following the success of this workshop, KDUK has also organised a scaled down version for new starters as well as further workshops looking at other company values.

**"The training programme exceeded our expectations and the learning outcomes matched our requirements perfectly."**

