



# “One Voice, Nine Accents”



NATURAL  
ENGLAND

Asked to help “create an organisation with 2,500 leaders”, Couravel designed and delivered a process that reached employees in their workplaces and helped build their confidence, knowledge and skills in talking about Natural England, creating advocates and “ambassadors” at all levels and in all functions.

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## The approach

We worked closely with Natural England executives in order to design an approach that would both reflect complex policy and strategic messages and reach people operating in widely different roles. We wanted all employees to experience the same workshop as part of our One Voice, Nine Accents message, but we needed to ensure different audiences each took valuable learning from the day.

Our delivery team provided highly interactive sessions involving customer DVDs, competitions, and over 100 workshops in two months in order to build people’s confidence in talking about Natural England to a wide range of different stakeholders.

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## Our approach involved:

- Working with Organisation Development, Human Resources, Policy and Communications to create a workshop that was not only about creating confidence in speaking to the external world but also about helping to create a cohesive organisation that is ready to challenge constructively in the outside world and internally.
- Co-facilitating the workshops with regional leaders to send a credible message about the importance of the sessions and to help provide input on more complex policy areas and organizational issues
- Getting a mixture of employees at every workshop – across the hierarchy, job type and previous organization to help create networks and a sense of one organization
- Creating a DVD that showed how the outside world viewed the organisation and showed high expectations of Natural England
- Creativity - having both serious and fun content (eg a specially designed ‘Have I got N.E. news for you? quiz) so that people enjoyed the day and also felt they had learned from the workshop.



- Working with Organisation Development to identify desired behaviours from leaders so that the way the workshops were run reflected the desired culture
- Designing and running coaching sessions for leaders and senior managers to equip them to facilitate the sessions in this desired style
- Measurement – both internal amongst staff and external amongst stakeholders.

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#### The results

- Confidence in advocating Natural England's core purpose to stakeholders increased by 47% between the period immediately preceding programme delivery and its conclusion
- 94% of Natural England employees agreed they had a core advocacy role following the workshops
- 76% of external stakeholders said Natural England employees were able to communicate the core purpose well or very well, six months after the workshops had been completed
- 85% of external stakeholders said they would now rate the passion and commitment shown by Natural England employees as good or very good

The success of this working was recognised by winning the International Association of Business Communicators' global Gold Quill award for employee engagement and the PR Week award for employee communication. We have been re-appointed this year to deepen employees' advocacy and influencing skills.

*"A pleasure to work with and we have enjoyed the style and diversity of their team. They've invested in getting to know us and been flexible in developing their product. The scope we gave was incredibly broad and challenging and they've delivered."*

Guy Thompson, Executive Director of External Affairs



We work for clients throughout the UK and Europe. To find out more about us, or to discuss an issue or a need, please call us in the first instance.

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