



Member^{4st}

“To be trusted by our Members to make their lives less complicated and more rewarding in their day to day”

The Reason Why

As a Co-operative we exist to provide goods and services and return value to our Members as owners.

- To do this we need to increase our profits and while we look to our trading groups to increase sales and margin we must also look at our support groups and the support element of our trading groups.
- There are only two ways to contribute more in these areas:
 - We can do what we do today with less
 - Or We can deliver more with what we have
- Realistically it is probably a combination of both and the work required will sit under MEMBER FIRST



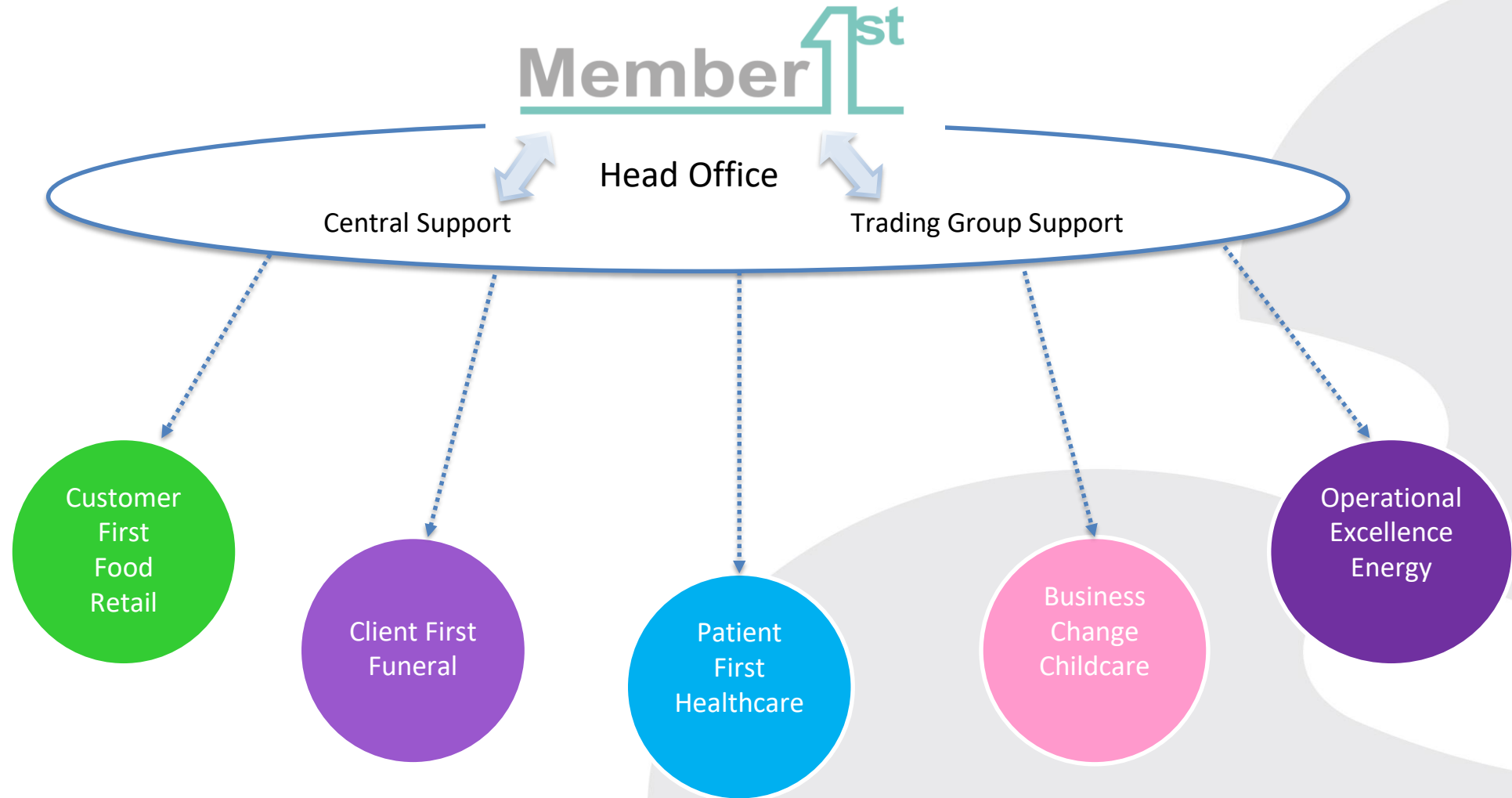
What is Member First?

The initial 2 years of a transformation programme focusing on ***getting more from today*** through:

- **Our People**: Colleague engagement reward and process simplification from recruitment, through the starter process and ongoing
- **Our Members**: looking at brand, experience, journey and rewards
- **Our Buildings**: utilisation of our assets and creation of appropriate and agile environment
- **Our Ways of Working**: Efficient and effective processes with removal of waste and non value add, with a view to creating an agile, professional and cost effective way of working.
- **Our New Business Ideas**: Future business streams

“Less complex for Colleagues, more rewarding for Members.”

Midcounties Transformation Programmes Link



What Member First is NOT

- Member First will **NOT** directly address branch operations – it is focused on support services, but that does include trading group support functions.
- Member First is **NOT** a top down process – we need your help with identification of focus areas
- Member First is **NOT** a simple resource reduction exercise
- Member First is **NOT** a one-off exercise – it is an opportunity to introduce continuous improvement practice and mindset

Frequently Asked Questions...

- **How will Member First work?**

Member First will have a portal on Colleague Connect to capture ideas.

- **How will it be decided on what to work on?**

From ideas capture there will be an evaluation process with clear rationale and communication behind selection or not.

Each successful idea will be aligned to the appropriate work stream.

- **Who will be working on it?**

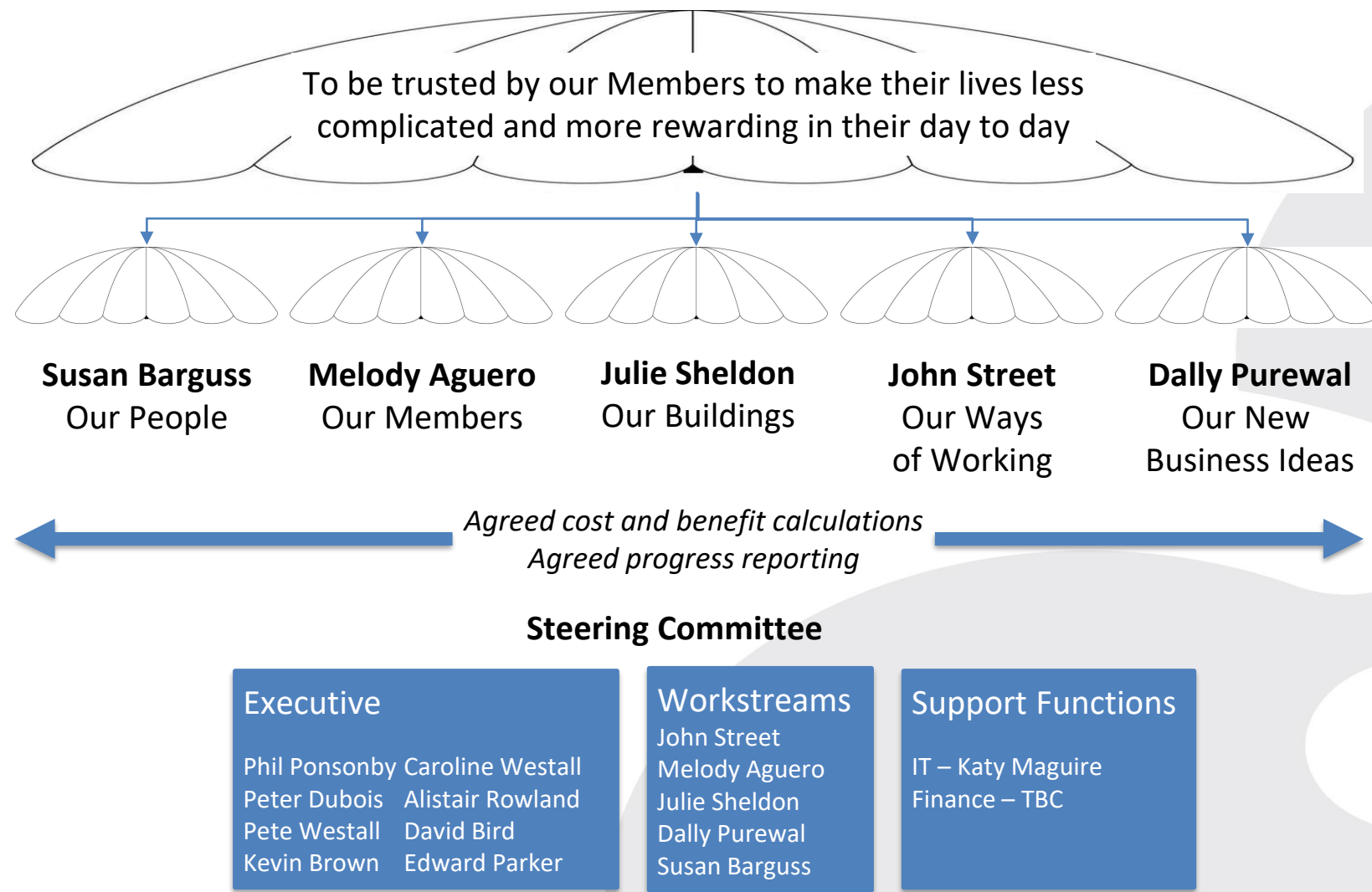
The stream leads will be supporting the relevant business area who will undertake the process.

- **Where will we see the results?**

You will receive regular updates through Colleague Connect and other communication channels to ensure you are kept fully updated.



MEMBER FIRST Structure





Based on 3 phases of the Colleague Journey

Getting in:

- How we appear to potential candidates in terms of progressive, value driven, member based, diverse and inclusive organisation
- The recruitment journey for both the candidate and internally.

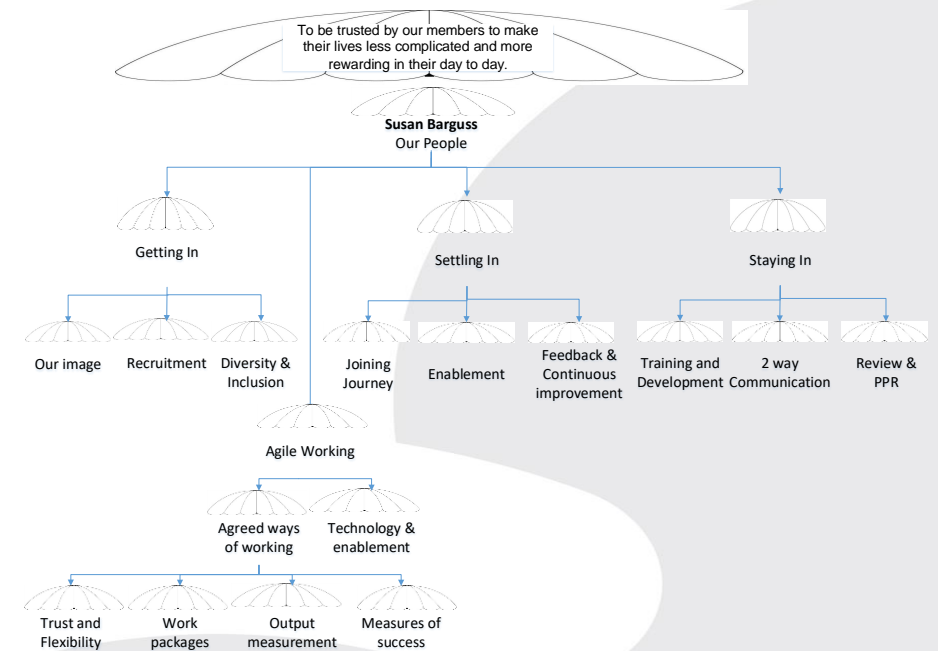
Settling in:

- From offer to 13 week review – making life easy in terms of set up
- Administration, technology and enablement

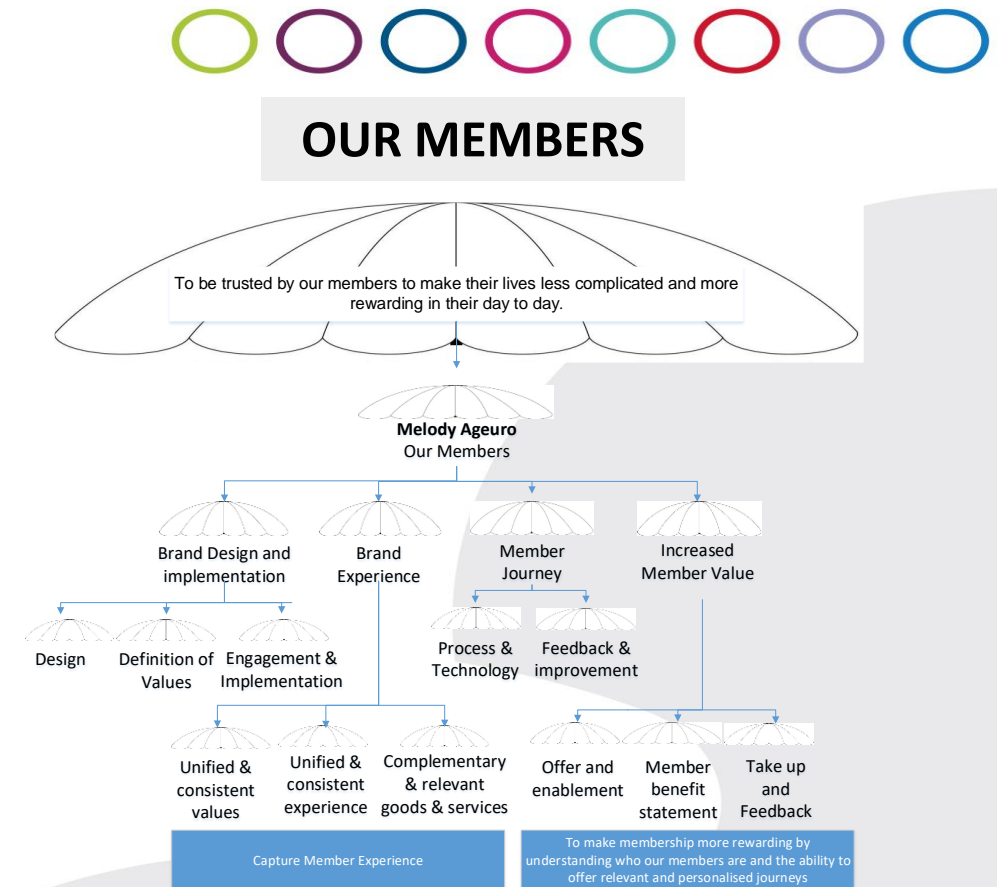
Staying in:

- Training, review, communication, progression
- Community, ambassadorial roles, giving back – ‘the Co-op difference’
- Colleague Engagement

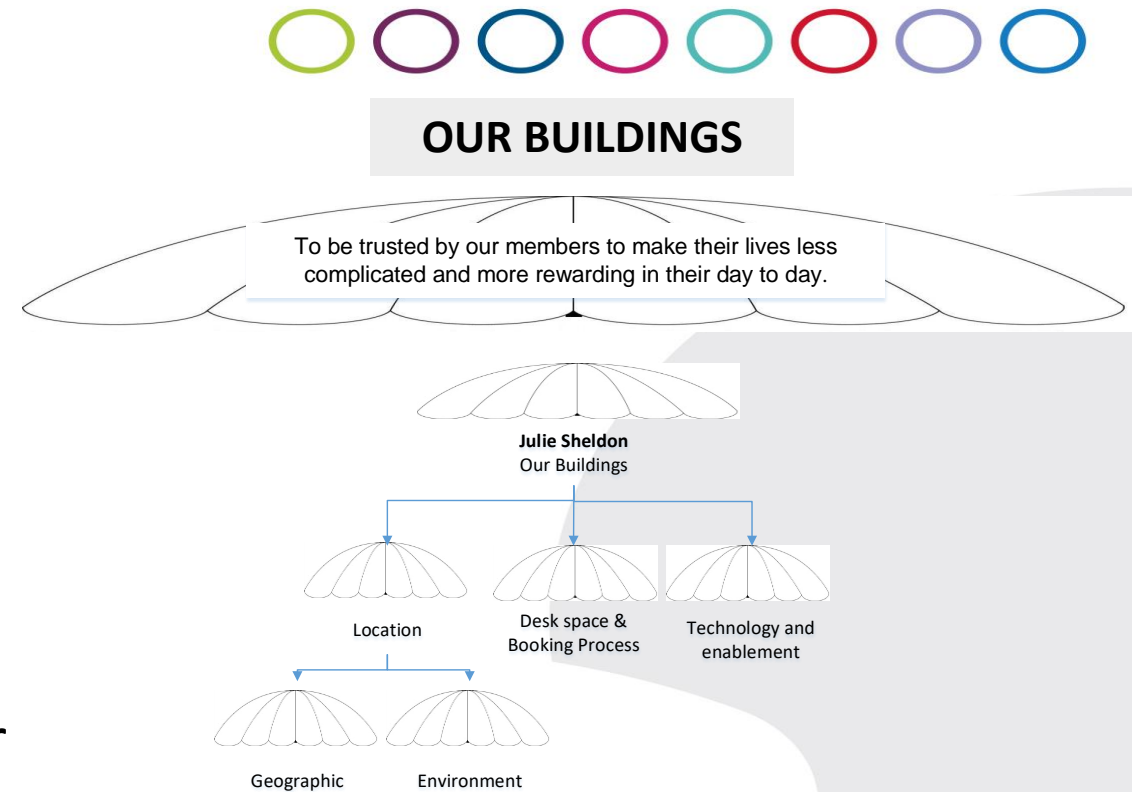
Agile working – all aspects but also includes parking, dress code, diversity, environment, expectations, standards and interaction.



- To create a recognised brand which differentiates us from our competition by reflecting and delivering our Co-op difference consistently across the Society
- Define and deliver brand standards and the creation of generic Society brand promises
- To make membership more rewarding by understanding who our Members are and the ability to offer relevant and personalised journeys
- To ensure that our Member journey is EASY and utilises effective and relevant technology



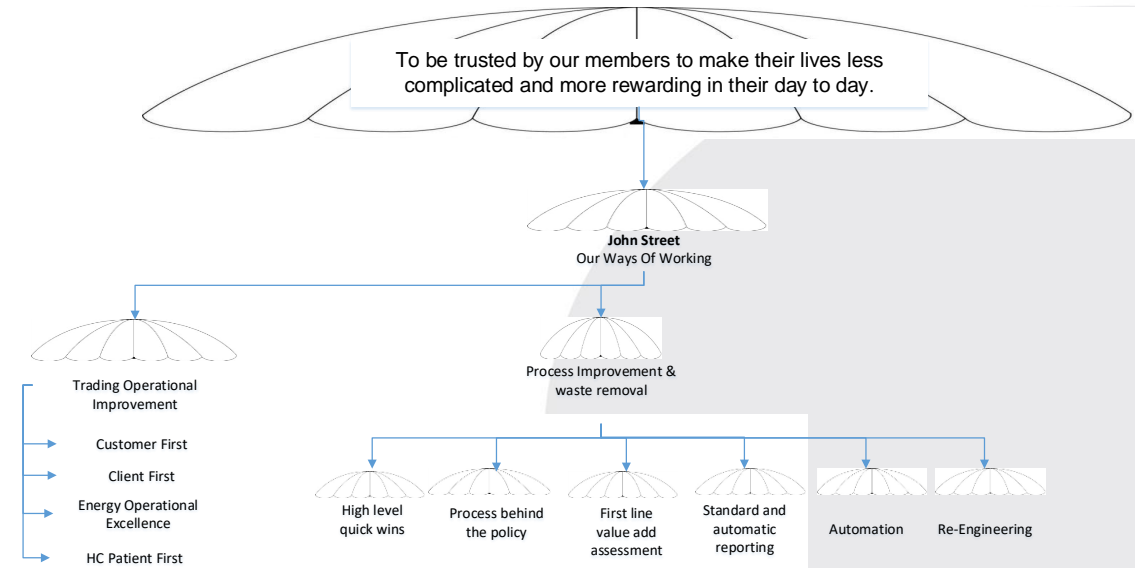
- Full utilise our assets
- Facilitate the appropriate locations which support the proposed Agile working practices
- Offer appropriate working environments for a forward thinking organisation
- To challenge the current office layout and practices by working with a recognised third party provider to explore and introduce new ideas and thinking, that will increase colleague engagement and improve the working environment





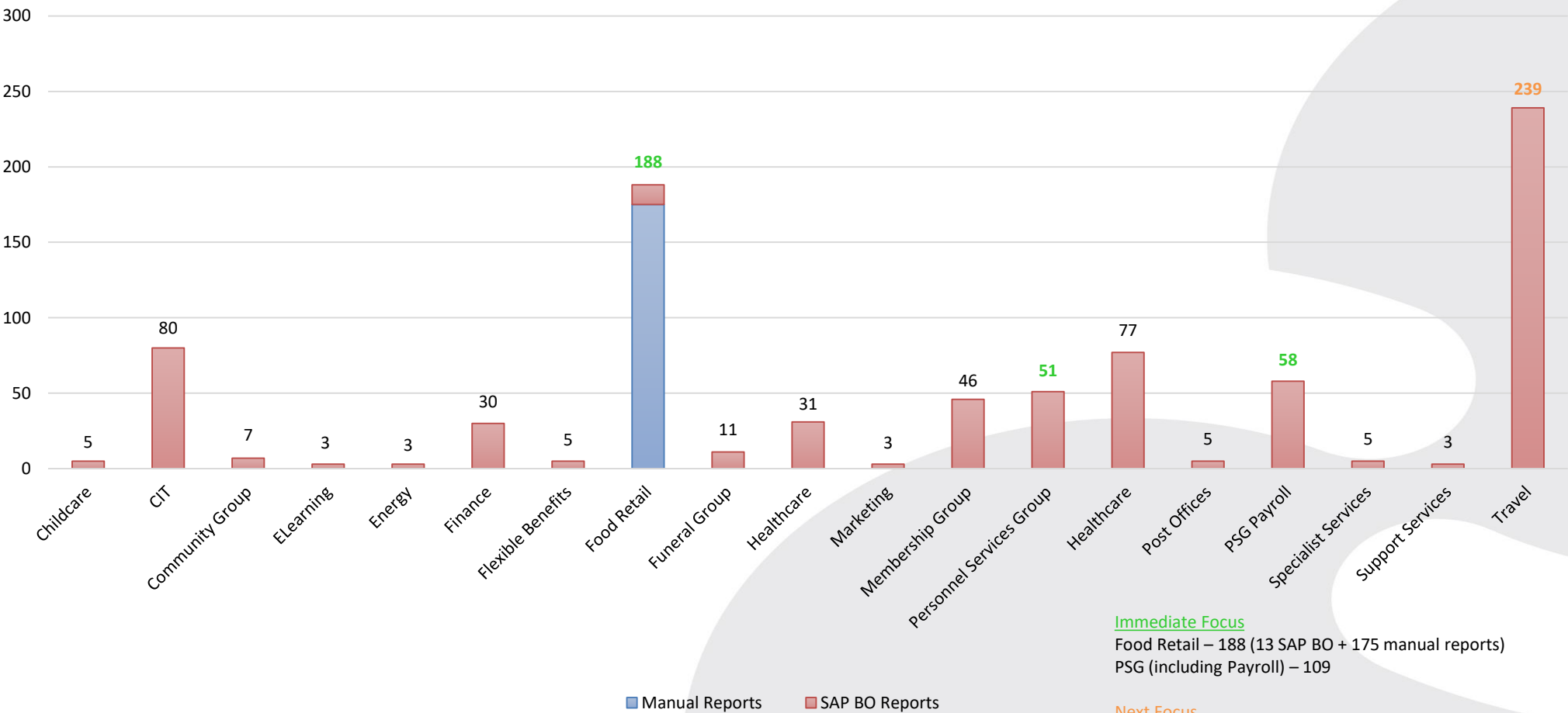
OUR WAYS OF WORKING

- Identify and implement “quick wins”
- Review end to end common processes across the Society with a view to removal, automation and/or re-engineering
- Subscribe to the view that non-trading group specific processes should be ‘as common as possible’ and that processes, policies and communications are visible, digital and easy
- Address variations in common processes and remove complexity
- Identify common reporting and communications and establish ‘one way of working’
- Where change or differentiation is proposed – ensure that ‘the reason why’ is credible and adds value



MEMBER FIRST – Early stages of Reporting project

Midcounties Report Volumes



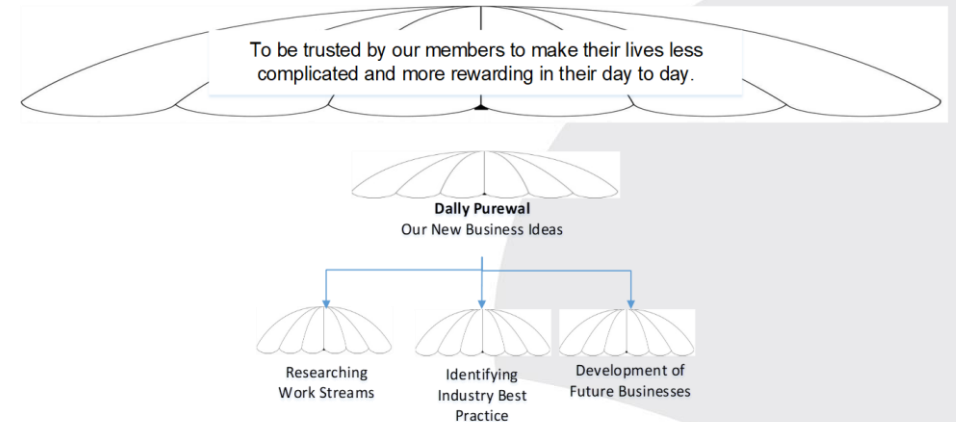
Immediate Focus
Food Retail – 188 (13 SAP BO + 175 manual reports)
PSG (including Payroll) – 109

Next Focus
Travel – 239



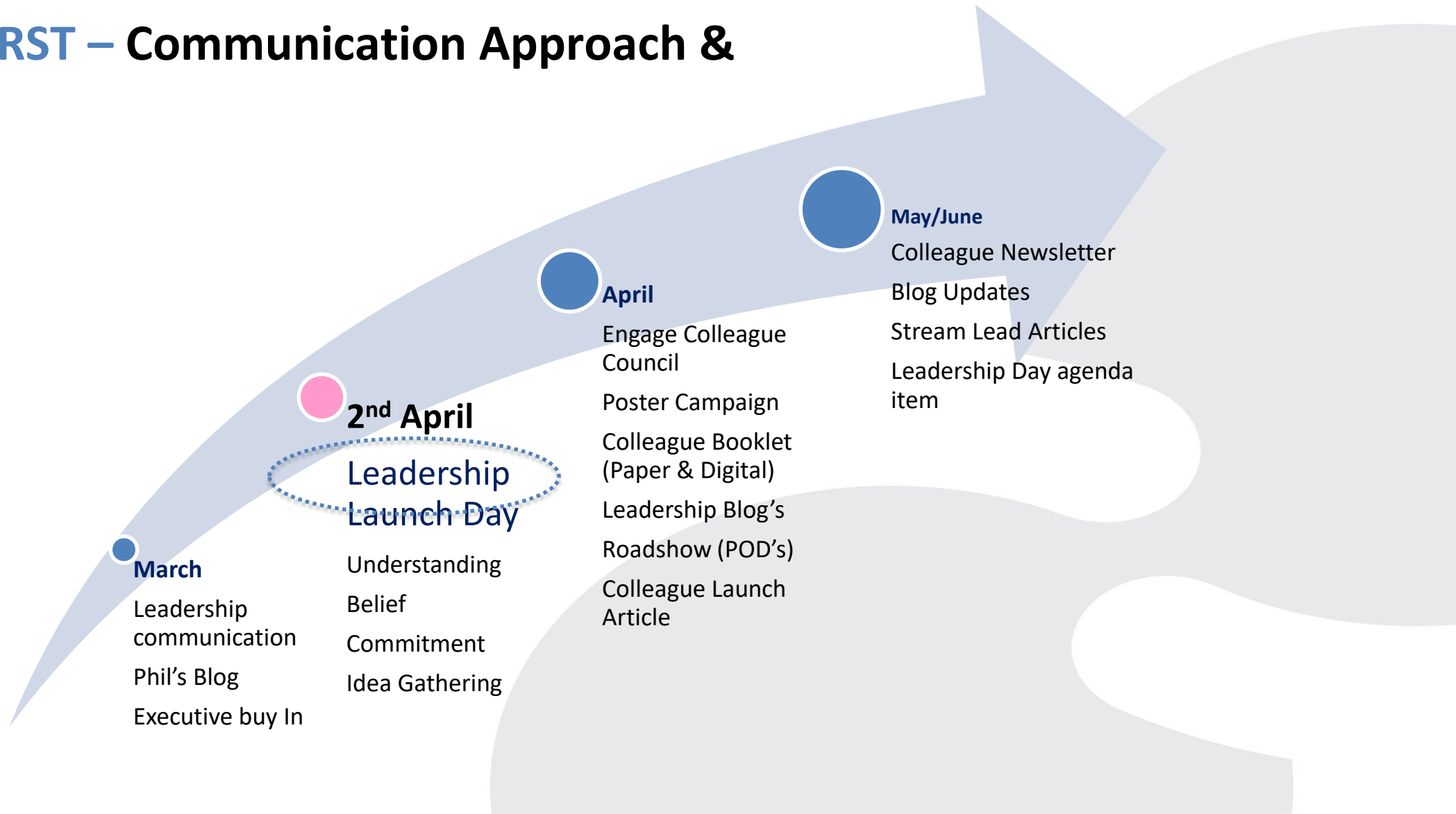
- Ongoing commitment to research and development around businesses of the future
- New business ideas and the evaluation of business opportunities
- Seeds of ideas placed within the business unit to develop and evaluate
- Monitoring assessment of industry best practice

OUR NEW BUSINESS IDEAS





MEMBER FIRST – Communication Approach & Timeline





Any Questions?

