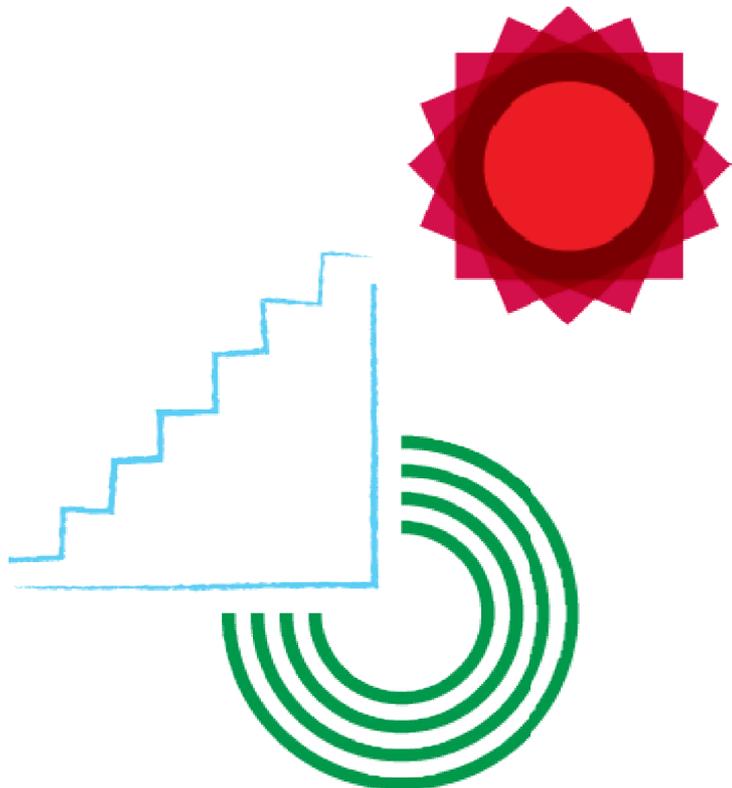


ENGAGE  
FOR  
SUCCESS

# EMPLOYEE ENGAGEMENT AT LANE 4

Story



## EMPLOYEE ENGAGEMENT AT LANE 4



### Who are we?

Lane4 is a leader in the field of human performance. We are proud to work with a wide range of organisations, helping individuals and teams around the world reach their fullest potential, to build sustainable competitive advantage.

Naturally, as we help others with employee engagement, we actively 'practice what we preach' through nurturing and developing internal employee engagement.

Currently employing 65 employees in addition to a portfolio of Associates, we are a company akin to a close community and actively promote values of *performance, integrity, learning, quality, care, enthusiasm, and openness*.

These values are embedded in our company culture, and autonomy and empowerment are very important aspects of this. We believe this has contributed towards high organisational commitment, and employee engagement is crucial to this.

### How do we harness engagement at Lane4?

Our vision was to create a team to resemble the world class team that our founders had experienced at the Olympics.

The foundation is in recruiting great people who are driven; an asset to the team. Through providing the right support environment, a strong team has been allowed to flourish.

At Lane4 we nurture Employee Engagement through the following initiatives:

Company Day – a quarterly company off-site update which allows all staff to engage in the vision of the company in the morning, and unwind in the afternoon. Most recently we addressed Lane4's five year strategy across a morning which was followed by 'team-building' on a ropes course in the afternoon. Each Company Day is run by different volunteers from across the business – people opting-in to help organise the day makes everyone more appreciative of individual efforts and heightens enjoyment of the day!

Company Weekend – annually Lane4 invites all staff for the opportunity of a weekend away 'on us'. Following on from our summertime Company Day, we whisk staff off to an exotic corner of the UK for a no-holds-barred

weekend. The take-up on this is sizeable, with approximately ½ of the company attending.

Magic Mondays – all employees attend this on-site day, with a Company Update to celebrate success and share strategy in the morning and a learning session in the afternoon. Examples of the learning sessions have been up-skilling all employees on new products or bringing in guest speakers, such as Olympic athletes, to share their story.



2012 provided a unique opportunity for Lane4 to capitalise on our sporting heritage in conjunction with the London 2012 Olympics and Paralympics. An additional week of ‘Olympic Leave’ was granted to all staff to allow all to enjoy the excitement of our Home Games, by either attending volunteering for the Games, attending events they had tickets for or simply watching the Games from the comfort of their home. With Practice Director, Greg Searle racing in the Men’s VIII+ at Eton Dorney, Associate Consultant Clare Strange playing as Team Captain in GB Women’s Wheelchair basketball and Client Services Director, Dominic Mahony taking the helm as Team Manager of the Modern Pentathlon, we had a lot to cheer for! Lane4 was further involved in commentating, as Games Makers, and as proud spectators.

### **Impacts & Benefits**

We believe in the importance of measuring employee engagement within Lane4, and conduct an employee engagement survey regularly. This is measured through our High Performance Environment (HPE) survey that is distributed company-wide.

Through this we consistently score highly on areas such as ‘Commitment to Lane4’, and ‘We buy into Lane4 Values’, which we believe confirms that we are engaging with our employees well. This is further evidenced by the figures that show that over ½ of our workforce has been with Lane4 for over 5 years, which for a company of our size we take a lot of pride in.

#### *Quotes:*

*“I think overall this is a great place to work and everybody plays a part in making it so. I don't think we can remind ourselves of that too often”*

*“Everyone plays a part in making Lane4 a great place to work”*

*“Really enjoyed company weekend - it demonstrates that Lane4 values its employees”*

*“The cost of implementing Company Days, Magic Mondays and Company Weekend Away is certainly worthwhile, even within a company of our size.*

*We have felt the positive impact of a high level organisational commitment; staff turnover is low, recruitment costs are consequently low too, and we are a company that is in demand to work for. Moreover organisational well-being is a sustainable driver to success – our research has shown this to be true. Success for Lane4 translates into a healthy profit, which justifies our spend on staff welfare!*

*Lastly, our Board is eager to implement a legacy business, which lives beyond them – the engagement of all staff has been the crux of this so that a new generation may continue to lead the field of human performance”.*

