

# Cheal Consultants Journey to the Culture Excellence Badge Accreditation

## Executive Summary

Cheal Consultants, a company renowned for its strong people-focused culture and leadership, embarked on a journey to gain external recognition for their workplace environment. This case study explores their process of achieving the prestigious Culture Excellence Badge, highlighting their challenges, strategies, and the results of their efforts.

## Introduction

Cheal's commitment to cultivating a positive organisational culture and a supportive work environment led them to seek a formal accreditation that could recognise their efforts and further enhance their market visibility and attractiveness to potential employees.

## The Accreditation Process

### Client's Experience

"You explained the process well from the outset, so we knew exactly what was involved, and what commitment from us was required (time + cost). The process is not overly time-consuming, which in today's world, you have to weigh up if the cost and time commitment is worth it. It totally is to gain this accreditation! Great communication from yourself and your team."

### Key Takeaways

- Clarity and transparency in the accreditation process.
- Manageable time and cost commitment.
- Effective communication with the accreditation team.

## Value of the Process

### Client's Reflection

"The accreditation process provided an opportunity to focus solely on our culture. Having the leadership focus group allowed for an honest look in the mirror, it allowed us to celebrate areas we do well in, as well as identify areas of growth. The regional focus group was a neutral platform for feedback from our employees on our culture, and the results speak for themselves!"

### Core Benefits

- Enhanced focus on company culture.
- Identification of strengths and growth areas.
- Employee engagement and feedback.

## Results Achieved

### Client's Outcome

"Very happy to be awarded this accreditation, it's great to be seen as an employer of choice. There is no end to the culture journey, and we are committed to always looking for ways to make our workplace even better."

### Achievements

- Official recognition with the Culture Excellence Badge.
- Commitment to continual cultural improvement.
- Additional Feedback

### Client's Insight

"A reputation as an employer of choice is important when recruiting, so our accreditation presents an excellent opportunity to put ourselves out there (along with our Employer of the Year award!). We include a section on organisational culture in our company induction presentations which are hosted regularly by our Chief Executive. This section of the induction is another important opportunity to talk with new starters about the wider company, its culture and its commitment to our people."

### Strategic Advantages

- Enhanced recruitment appeal.
- Increased market visibility.
- Employee pride and engagement.

### Cheal's Cultural Foundation

Before the accreditation process, Cheal had already laid a strong foundation in people culture development. This included:

- A clear vision, mission, and core values.
- Comprehensive wellbeing policies.
- Employee-led wellbeing committee
- Training budgets for all staff.
- Employee recognition programmes
- Clear pathways for professional and personal development
- Regular meetings and an open-door policy.
- Technology to support open communication.
- Community-focused initiatives.

## Challenges and Opportunities

Cheal faced the challenge of gaining external recognition for their internal culture achievements. They needed to:

- Showcase their culture to attract top talent.
- Leverage their culture for market visibility.
- Benchmark their culture against recognised standards.

## Conclusion

Cheal Consultants' journey to the Culture Excellence Badge accreditation stands as a testament to their dedication to creating a thriving workplace culture. This accreditation not only recognises their efforts but also positions them as a desirable employer, thereby attracting quality talent and enhancing their market presence.

Cheal's story is an inspiring example for other organisations aspiring to make their workplace culture a cornerstone of their business success.