

A little note about just add water



I can't quite believe it has been twelve years since we first opened the doors of just add water. During this time we have built a brilliant reputation for creating memorable engaging experiences that deliver real value. The combination of our theatrical heritage with insights from the latest academic thinking is as fresh now as it was back then and we continue to deliver new perspectives on the business challenges our clients face every day.

We continue to grow our business by delivering powerful learning experiences with an engaging dedicated team. Our interventions are driven by the changing needs of real people in the workplace and the results they are tasked to deliver.

What's been interesting are the methods and media we've been adopting to push messages out there. Its hard to imagine a world now without social media and tablets - tools we're using more and more to generate content and bring people together.

just add water focuses on three areas of work:

Leadership Development Helping individuals embrace change and lead transformation, raising their self and social awareness, building strength in their key responsibilities whilst enabling them to transcend the journey from management to leadership.

Employee Engagement Helping leaders to build high performing teams - valuing individual brilliance and building collective strength to increase effectiveness.

Brand Experience Helping businesses in aligning their vision and values with their strategic intent to create powerful brands that have a sustainable impact on the world.

How? By sticking to the four key attributes that characterise our work by making it light in style, fast in pace, fun in tone and relevant to business.

We've also been working hard to grow the sectors we work within, increasing our knowledge and experience. They include:

Aviation
Beauty, Fashion and Luxury
Consumer Goods
Energy
Financial Services
Food and Beverage
Healthcare
Legal Services
Media and Entertainment
Retail
Social Ventures
Technology
Travel and Hospitality

It's been the same with our network of clients, a growing roster of global companies that ensure we're kept on our toes:

bp
Dubai Airports
GE
Infosys
InterContinental Hotels Group
KPMG
Linklaters
Macmillan Publishing
Mcdonald's
Morgan Stanley
Oxfam
Santander
Shire Pharmaceuticals
Tata Global Beverages
Tesco

When I look back on the last decade and think of the number of characters we have met and worked with, the miles we have covered together and the businesses that we have supported in their growth and ability to change, I am really proud of what we have achieved together with our clients.

So what do the next few years have in store for us? Well I hope we will continue to enjoy working so closely with our clients, developing the powerful learning experiences that transform people's lives. We'll stay true to our values that everyone benefits from the work we do together when they are included, engaged and having fun. And we'll continue to embrace change and all the challenges our clients bring to our door.

If you'd like a little more insight into some of our work then we've included a couple of case studies over the next page.

And you can always keep in touch with us via linkedin, twitter and Facebook.

Best wishes



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BP Oil Americas: Leadership Development



Background

BP is one of the world's leading international oil and gas companies, and BP Oil Americas is the second largest refiner and the second largest fuels marketer in the US, with products and services purchased everyday through 14,000 service stations across the country.

Need

The primary challenge was to shift the hearts and minds of the workforce with a focus on business results and corporate values. A key goal was to enhance productivity by equipping the leadership community with the skills and knowledge to make the strategic goals a reality.

Our role

We created a rich programme of activity to build leadership and frontline engagement. We developed a competency framework with clear business focus, instigated a coaching programme and defined KPI's in line with BP's core values and leadership framework. We then designed and developed and facilitated a 12 month programme that focused on empowering all personnel by drawing on international best practice.

Outcome

Since the programme took place BP Oil Americas has consistently outperformed its targets in relatively unsettling trading conditions. Over 250 leaders participated in the programme with feedback reporting a 90% excellence rating.

'just add water are a joy to work with yet tenacious, highly innovative and tactical thinkers'

Andy Milnes
Head of Global Crude
BP Oil Americas

InterContinental Hotels Group: Employee Engagement



Background

IHG is a global hotel company whose goal is to create 'Great Hotels Guests Love'. IHG has more guest rooms than any other hotel company in the world in over 4,500 hotels across 100 countries and territories around the world.

Need

IHG Global Finance meets every 18 months to provide insight into the organisation's vision, brands, people and responsible business practices. Keen to include leadership training, effective team development and opportunities to gain a greater understanding of the day-to-day business so they can efficiently set priorities and direct resources.

Our role

We created a schedule that set aside mornings afternoons for participation in a bespoke game designed to stimulate interpersonal relationships and increase knowledge of the IHG brands. The game challenged teams to devise a presentation to communicate how to build brand presence in a specific market. An iPad app was designed to enhance knowledge transfer at the conference.

Outcome

To close the conference each team delivered a ten minute presentation to prove the merits of their designated brand. The game enabled participants to work together towards a common goal and the level of engagement indicated an enhanced capacity to work together. 99% of delegates rated event as "excellent" or "very good".

'I just wanted to thank you all for your help and enthusiasm. We asked a lot of the teams, we took them out of their comfort zones, but the output was incredible and the credit for this goes to you for helping them understand what was possible'

Ralph Wheeler
SVP Group Financial Controller
IHG

TATA Global Beverages: Brand Experience



Background

Tata Global Beverages is an integrated beverage business that has set out on a journey to become the global leader in branded 'good for you' beverages - beverages which taste good, are good for you and good for the planet.

Need

In 2009 just add water were asked to work with Tata Global Beverages to engage their worldwide workforce with the concept of creativity and innovation. just add water worked with the leadership team to define the scope and story of the work and then created a unique engagement event that highlighted Tata's various global brands.

Our role

Working with the Senior Leadership team and the internal communications team, we devised a campaign to engage employees through workshops that drew out creativity and ingenuity to create strong innovative ideas across the business. The campaign was called Think BIG! and was co-ordinated from London with teams of facilitators in the US, Canada, India and the UK.

Outcome

By the end of 2010 we'd helped employees develop over 1000 unique ideas and crowned one brilliant innovator, following a week long boot camp in New York. The campaign has helped Tata Global Beverages create an engaged culture of innovation and inclusion, as well as producing a number of product ideas currently in development.

'Working with just add water feels like a breath of fresh air. They approach every challenge with the same cheerful 'can do' attitude and always manage to come up with a creative and fresh approach to whatever we ask them to do'

Philippa Brown
Internal Communications Manager
Tata Global Beverages