

MARS

Hugh Jaques

Mars Chocolate UK



A diverse, global business

Mars' objective is to manufacture and distribute food products a manner that promotes mutual benefits among all our stakeholders.

- Forrest E. Mars, Sr. 1947

- More than \$33 billion in sales
- Operating in more than 74 countries
- More than 75,000 Associates



Employee Engagement:

The critical ingredient to win in today's market

3 Big Conclusions:

- Employee engagement and business success are linked
- Creating high levels of engagement is a journey
- The culture of an organization plays a key role

What do we know about the marketplace?

FINANCIAL TIMES

December 10, 2014

No-frills grocery stores grab market share from rivals in Europe

ESM

EUROPEAN SUPERMARKET MAGAZINE

INCORPORATING
PRIVATE LABEL EUROPE

Jun 17 2014

The Rise Of Convenience As A Global Consumer Shopping Shift

Shanghai Daily

上海日报

April 15, 2015

Picky consumers spur growth in online fresh food sales in China

The Moscow Times

Moscow's New Offensive Against Street Kiosks to Strike Small Business

Jan. 26, 2015

theguardian

Winner of the Pulitzer prize 2014

Thursday 22 May 2014

Tesco bans sweets from checkouts in all stores

c|net

May 28 2015

Amazon plans to offer its own line of groceries

What attributes increase the chances of success?

Customer responsiveness



Comfort with change

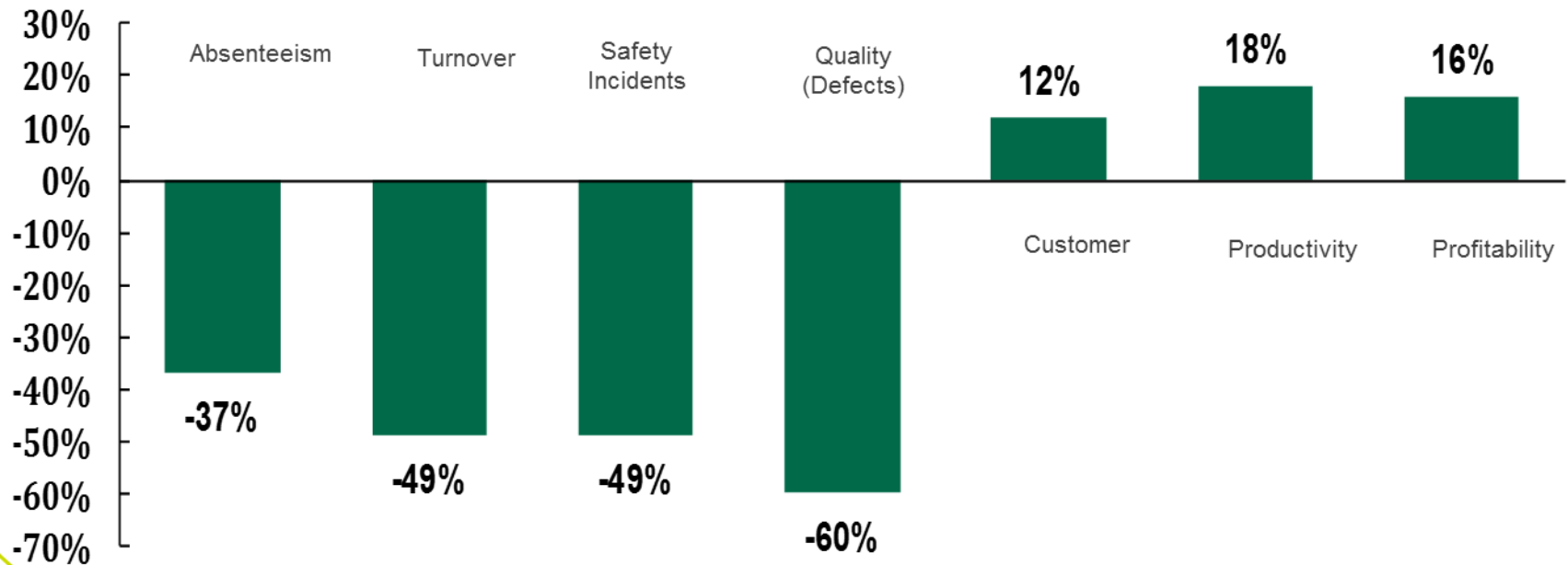


Increased resilience

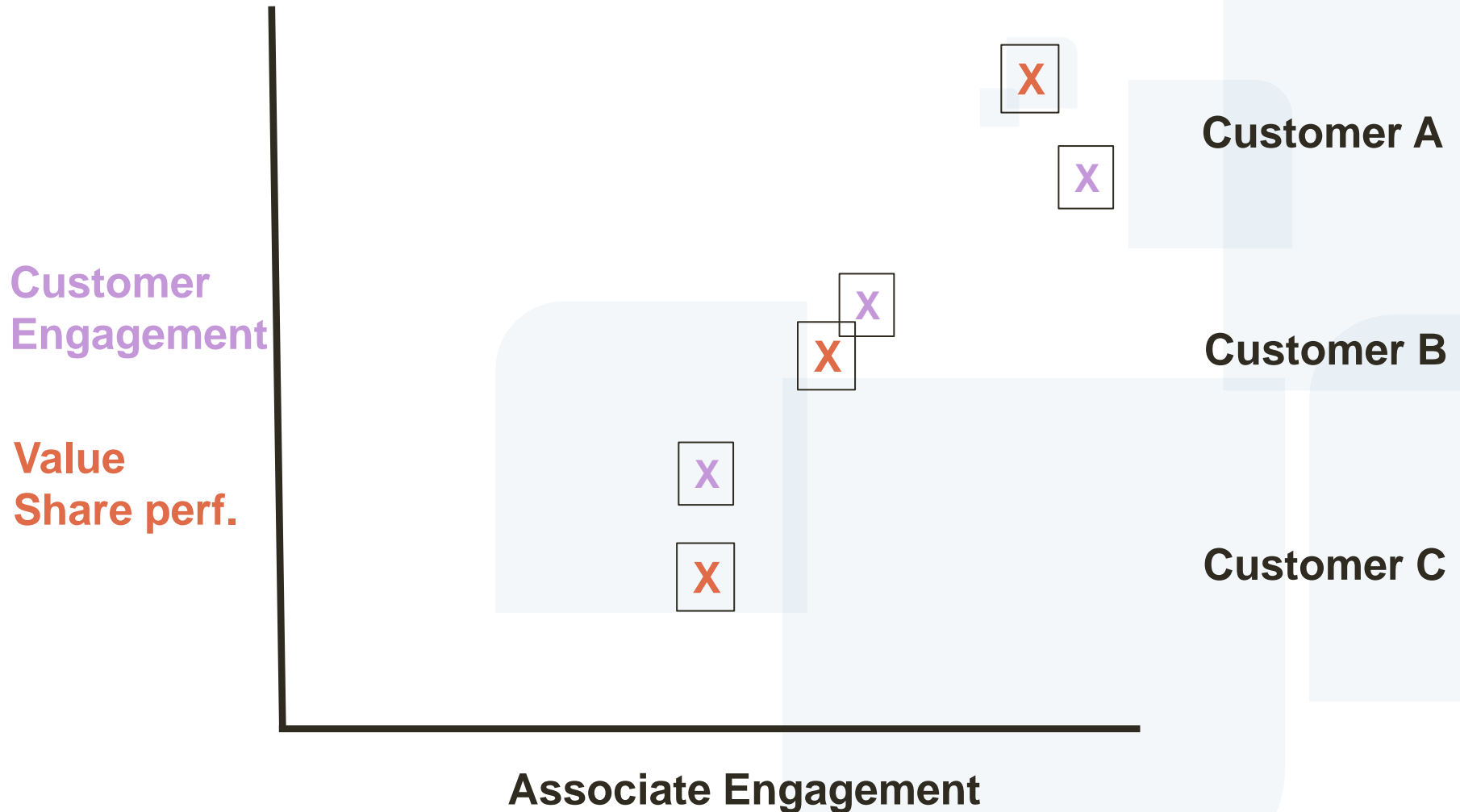


Highly engaged associates perform better

Difference Between Top and Bottom Engagement Quartiles
(Gallup Meta-Analysis)

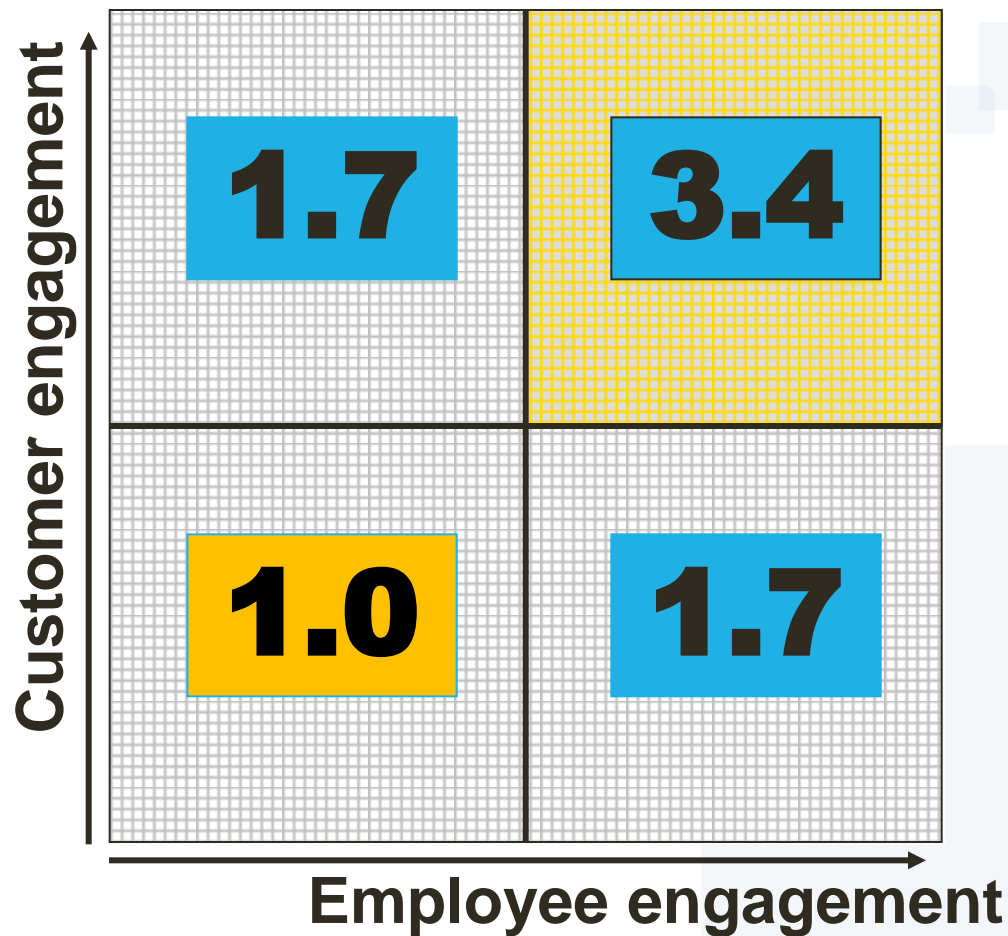


So what does this mean for customers?



Source: Mars Internal Study

In fact, we see a multiplier effect...



Source: Harvard Business Review, 2005.
Managing Your Human Sigma

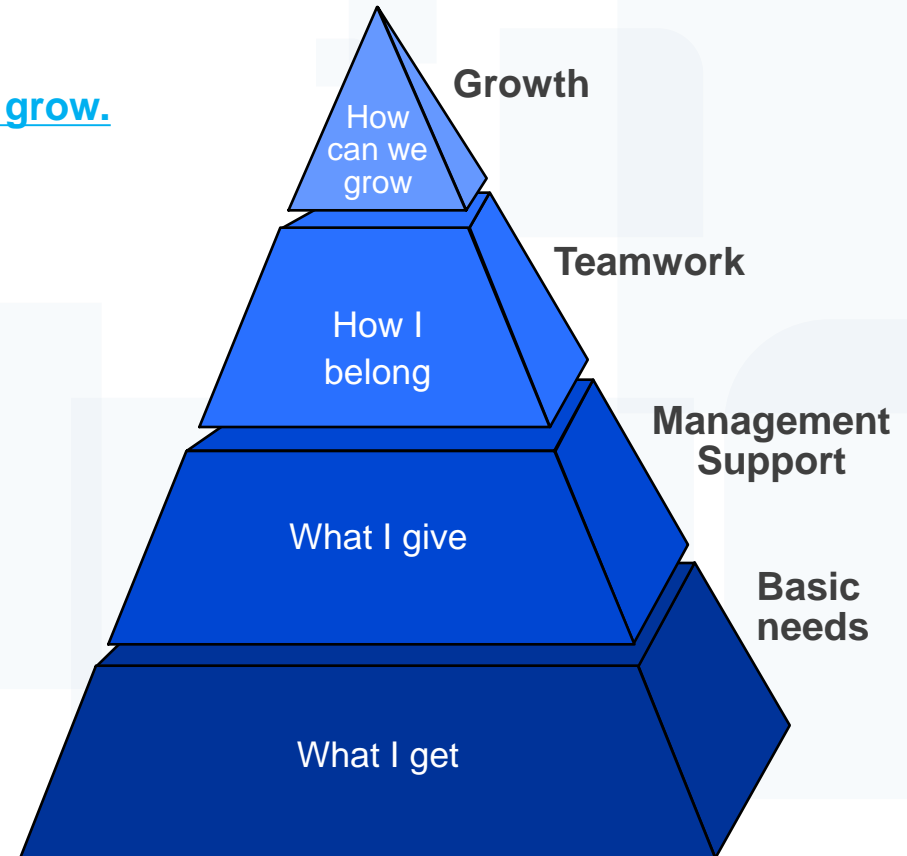
How can we drive engagement?

This year I have had opportunities to learn and grow.

My co-workers are committed to quality work.

In the last 7 days I have received praise or recognition for good work.

I know what is expected of me.



How can we drive engagement?



Fostering an engagement culture



For more on Mars....

<https://www.youtube.com/user/Mars>