



INVESTORS IN PEOPLE
Scotland

Name: Kidd's Distribution Services Ltd
Size: 23 employees
Location: Paisley
Status: First achieved the Investors in People Standard in 2005



Background

KDS Ltd was founded by Stephen Kidd in 2004. The Private Limited Company provides Logistical Management services to the pharmaceutical retail industry and to the medical profession, patients, Care & residential Nursing Homes.

KDS Ltd consultancy and logistics solutions team offers a wide portfolio of expertise and services ranging from logistics network strategy, transport design and business models through to operational improvement and inventory excellence.

Since 2005, KDS Ltd has been accredited with the Investors in People standard, demonstrating the company's continued commitment to best practice and method of achieving success through their people

"Investors in People has been key in our success and will remain one of our main tools in taking the business forward."

Stephen Kidd, Managing Director

The challenge

In 2004, KDS Ltd decided to set a goal of reaching Investors in People accreditation. It was felt that the Standard would set a formalised precedent for their employees' development, especially in terms of training – seen as a key element to the business's success.

KDS Ltd wanted to ensure they incorporated best practice for motivating and developing people and so looked to Investors in People to help them. As they continue to grow substantially and mature as a business, there are still challenges, focusing around ensuring that they have a committed management team, succession plans in place, and that they maintain their core values while the business grows.

Stephen Kidd, Managing Director, comments: "Internally there is an ongoing commitment to training and development, which enables us to recruit the best and make them better. As we have consolidated and started our next phase of growth, the Investors in People principles we follow have helped ensure that we communicate the new vision and handle change management taking full account of the impact on our team."

The Strategy

In order to achieve Investors in People, KDS Ltd enrolled the help of an Advisor. By undertaking a review of internal relations, the business was able to take a more structured approach to staff development. Tactics included communicating business plans, goals and targets to all members of staff; involving staff in regular team meetings; formalising training programmes; producing welcome packs for new employees; introducing a staff bonus scheme; producing an internal newsletter and arranging employee social events

Once these systems were in place KDS Ltd achieved Investors in People Recognition in 2005. The company has also had successful Annual Reviews in 2006 and 2007 and is on course for a successful re-accreditation in 2008. Commitment to training and personal service continues to be an integral part of the company's mission.

As Stephen Kidd pointed out, the company was not going to sit back and forget about Investors in People after achieving the Standard:

"We took the decision to have our Investor in People status reviewed 18 months after we had first achieved the Standard. We are never complacent, and take each new development in our stride – appreciating that it's for the benefit of our staff and our company. So setting ourselves this objective seemed appropriate."

The Result

Since achieving Investors in People recognition in 2005 KDS Ltd has seen a significant increase in turnover. The company has also benefited from significant improvements in employee relations. As Stephen Kidd says: "We now have closer contact with our staff and are committed to being more involved with their development and well-being. This means that all our employees, both retail and ethical, now take a greater interest in the business – and are more motivated and satisfied in their work. As our staff are happier, they not only provide a better service to our customers, but also are better able to present the company's image to customers which ultimately enhances our organisation's reputation."

"Getting our people involved and making them feel empowered is also essential – we want them to "own" the event, the issue, the success, the business" says Stephen. "All staff are encouraged to find creative ways to make life easier without compromising quality. We are firm believers that no-one has a monopoly on good ideas and have processes in place that support this while ensuring any output is sensitive to all stakeholder needs."

"We have adopted a unique approach for the industry," says Stephen. "We use the Human Resources / Total Quality Management staff as internal consultants and facilitators so that team members are given help to meet any challenges without actually being provided with the answers. So, by people working with other teams to find solutions, not only do we get a solution but also ownership, learning and commitment."

"But as we develop we will not lose our focus on people. Investors in People has been key in our success and will remain one of our main tools in taking the business forward."

"For us the external recognition that Investors in People brings is an excellent way to demonstrate to our customers the standards we set for ourselves, but the most valuable information is from the people themselves," comments Andrew Craig, Project Manager. "In order to develop and grow the business we need to support and develop individuals to work as a team. Investors in People allows us to ensure we are meeting our goals."

"Investors in People is a great process for organisations of any type and size as it provides valuable insight into the business from all levels. It is a well structured process that is easy to follow and if implemented correctly can bring huge benefits. It also brings the extra benefit of external recognition which allows customers to recognise commitment."