

A look at past winners.

“We achieved record sales the year following the Award”

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Explain provides a complete range of research methods using qualitative and quantitative techniques to understand and measure behaviour and perception. Their mission is to uncover essential insights that will facilitate new interventions and pathways. Explain was recognised for its unique, well established culture and outstanding staff engagement.

“Winning the Culture for Success Award in 2008, for a company with less than 50 employees, brought recognition for our team and we used the publicity in a number of different ways. We always paid attention to the way we developed our brand values, right from the start of the business in '93, but it is difficult for some staff, who may have joined Explain fresh from university, to see a line in the sand. When you are in the company of larger businesses like John Lewis, it does make them think about how far they may have come and sets a benchmark of achievement.

In marketing, we used the Awards' logo on all internal and external communications and were delighted with the acknowledgement by clients. In that sense the award acted as a testimonial that the systems and processes we introduced gained wider recognition. I recall the judging criteria being far reaching and deeper than the sales and profit approach of many others. Some of the messages, revolving around succession planning and strategic development had been heard, giving us enormous satisfaction that the judges understood our business model and what we were about long term.

So winning meant a lot and it is interesting to note that we achieved record sales the year following the award. That may be just a coincidence but I sense that we all maybe just believed in ourselves a little bit more.”

**David Shiel, Managing Director,
Explain**

For further information about the Culture for Success Awards contact us;

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