



Name of Organisation: Alltruck plc
Size: 80 employees across our three sites in Leicester (HQ), Nottingham and Sleaford.
Sector: Alltruck plc provides truck and commercial vehicle solutions including contract hire and rental, supported by our repair and maintenance workshops across the East Midlands.
Status: Achieved Investors in People 2008.

Photo right - Sue Davis, Business Development Manager who has been selected to be an Area Manager for the 2012 Olympics.



Executive summary

Alltruck understands that people are central to its success and has a culture that nurtures and develops talent within the organisation. The company has had a very successful year resulting in record profits and the opening of two new depots in Nottingham and Sleaford.

Investors in People is enabling Alltruck to build on its success by formalising good practice and putting in place systems to strengthen its development culture even further. Its New Framework Challenge looks at each Investors in People indicator, reinforcing the importance of leadership and communication and of delivering on the company's values.

The business issue

Alltruck provides truck and commercial vehicle solutions including contract hire and rental. The company has its own workshops throughout the East Midlands and currently has a fleet of 1,500 vehicles on the road - mainly 18 ton trucks or larger. The fleet has increased by 350 vehicles over the last three years.

Alltruck's business doesn't revolve around the vehicles it puts on the road, it begins and ends with one thing – their customers. This is a tough market and the company appreciates that its team is the key element that sets it apart from the competition. Central to being able to deliver the highest levels of customer service and care is the ability of its people to deliver on the company's values – the 3Ps (Passionate, Proactive, Progressive) and the 3Cs (Committed to Caring for Customers).

Alltruck was established in 1990 and the culture within the organisation is - and always has been - very developmental, with a lot of emphasis placed on nurturing talent. The Investors in People Standard provided Alltruck with an opportunity to formalise good practice and put in place systems to strengthen the development culture even further. In addition, achieving The Standard has given the business a recognised and trusted accreditation that reinforces Alltruck's commitment to quality.

Examples of The Standard in action at Alltruck include: monthly one-to-one sessions with Line Managers for everyone in the business and bi-monthly Alltruck Council meetings – a new internal communications' structure where company news is cascaded down from the Directors with all employees given the opportunity to comment and feedback.

Outcomes, Results, Impacts and Benefits

For Alltruck, Investors in People provides the ideal framework to build on success, recognise good practice and bring about business improvements.

The company's values are the backbone of the organisation and influence actions, thinking and decisions. That's why every two months, each and every employee meets with the Directors to discuss how they are putting the 3Cs and 3Ps into practice.

It's through everyone in the company understanding, believing and embodying Alltruck's values that the company remains Committed to Progress for customers, employees and the industry.

On its journey towards its goal of achieving Investors in People Gold Status, Alltruck is working with EMB Excellence Ltd (emb-x) the Investors in People Centre responsible for covering Central England. During the company's 2010 Investors in People review their adviser highlighted a number of areas for consideration and development that would help them to progress towards Gold Status. As a result Alltruck has set out a 'New Framework Challenge' for each Investors in People indicator and this is currently being integrated into the business.

"We know our people are central to our success, explains MD Paul Robinson, "Thanks to them we have had an incredibly successful year. Our commitment to our employees is one of the main reasons why we are supporting our Business Development Manager Sue Davis to take extended leave to become an Area Manager for the 2012 Olympics - the opportunity of a lifetime."

Sue is one of only 250 people selected for the prestigious role of Area Manager for the Olympics. Sue will be responsible for managing a team of volunteers and will form a central part of the behind-the-scenes operation that will help make the Olympics a global success. She will also be learning new skills as well as utilising her expertise in communication, leadership and team management.

"This was an opportunity that we could not let Sue miss," continues Paul. "We are very proud of her achievements and it will no doubt be a very exciting experience for her. In addition she will bring back to the business valuable skills that she has developed on this project so it's a win-win situation."

The link with the Olympics is doubly fitting as the investment in Sue and wider initiatives across the business are all part of Alltruck's goal to achieve the Investors in People Gold Status and to continue their success in what is a very competitive market.