



VISION

Semester One 2004 - Issue One



What's at the Heart of Vodafone?

A fantastic turnout of just over 100 members greeted Vodafone NZ's Director of HR, Jan Mottram at the recent breakfast held on March 24th. The subject was "What's at the heart of Vodafone?" Jan sought to show the direct correlation between Vodafone's eight internal values (listed below), embraced by staff at all levels, and how these have been used to align and support the company's external and very high profile brand. In making this association, which she declared as being "logical, although largely ignored by mainstream business until recently", Jan sought to illustrate that people are what differentiate Vodafone in the market and could therefore be considered the organisation's greatest asset.

- Simple & Clever** By design – Jargon free – Make it easy – Onto it
- Unleashed Minds** Surprising – Fresh ideas – Possibilities – So different
- Zesty** Energetic – Spirited – Delightful
- Going For It** Together – Winning – Relentless – Brave & Gutsy
- Supportive** We are one tribe sharing our time and talent to help others
- Straight Up** We say what we mean, mean what we say, and do it
- Biz Excellence** We do the best for our customers & we're always business savvy
- Fun** Be yourself – Have fun

The journey toward alignment of Vodafone's brand and values has come about through implementation of key phases. **Awareness & Understanding:** Firstly the change of name, from BellSouth to Vodafone and the huge public awareness campaign that followed to build the brand. At the same time the company's internal values were determined and the Directors sought buy-in by employees in addition to suppliers, business and personal partners. **Leadership in a Values Based Organisation:** This centred on a leadership initiative to really lead from the "head and the heart" and all the people leaders (approx 10% of the organisation including Directors) participated. **Values and the Vodafone Branded Customer Experience:** This third stage sought to pull together the time and effort invested in developing the company's values and brand. Vodafone identified all those customer touch points (instances where the company interacts with the customer), which ranged from advertising and PR to making the call, inbound/outbound customer service, in-store experience and merchandise. The view is if the values are lived at each of these touch points then this will result in a consistent, differentiated – and positive – customer experience.

"All employees are directors of the customer experience"

As for stage four – well that's a big question mark at the moment. But you can bet they're working on it!

Graphics kindly supplied by Vodafone NZ
Content kindly supplied and authorised for release by Jan Mottram of Vodafone NZ

May 12th » Stephen Turner

Stephen Turner, the British Consul General and Director of Trade Development to NZ, is always keen to dispel the many misconceptions held about the purpose of his office. "Most people think we're all about approving visa applications and rubber stamping passports!" In a nutshell, the British Consulate-General, based in Auckland, provides a wide range of services under the banner 'UK Trade and Investment', for UK based companies and business people wishing to do business here in NZ. Conversely, they provide NZ companies with the information and practical assistance they need to make decisions and get their enterprise established in the UK. **(continued over page)**



Stephen Turner at the recent NZ launch of British brand: Lee Cooper Jeans

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Marketing
\$PEND = BUSINESS
Profitability



Mike Cunningham

Managing Director, Aim Proximity Auckland

Aim Proximity is best known among marketers for its direct marketing prowess. For Mike Cunningham, the firm's recently appointed MD in Auckland, marketing hot buttons are measurement and evaluation: the proven link between dollarised spend and business profitability. Much has been made of Cunningham's time with the UK New Labour Party where as head of marketing and fundraising, he helped steer Tony Blair to election victory. Just 24 when he joined the ranks, Cunningham stayed nine years before rethinking his career options and deciding that the world of business held more appeal. He landed the job of client services director at Proximity's 300-people strong London offices. Clients included industry heavyweights Sainsbury, Volkswagen, British Telecom, Lever Bros and Royal Mail. Like many new arrivals, Cunningham's move to New Zealand was sparked by fond memories of a much earlier visit. Add to that, he says, the impression in the UK that New Zealand advertising and marketing is creatively strong. **Hear more from Mike at the upcoming breakfast on Wednesday 26th May.**

Photo and Profile kindly supplied by Bullet PR Auckland

May 12th » **Stephen Turner**

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THE UK AND NZ:

The same old same old or is there something out there?

Following are some of the points Stephen will discuss at the upcoming breakfast on Wednesday 12th May:

Historical links and what is the British Consulate General?

Innovation and why this matters to the UK and NZ.

Foreign Investment.

The UK as a spring board to wider Europe and its 500 million consumer market.

The dangers of **risk aversion culture.**

Photo and Profile kindly supplied by the British Consulate-General Auckland

join the team

We're on the lookout for a group of energetic and self-motivated individuals to join our planning team. You must be an AUT business student, preferably in your second year or with at least another year of study to go.

The Breakfast Club is run as a small business and by becoming a member of the planning team you will have the opportunity to put elements of your study into practice – not to mention impress prospective employers!

If you would like to become a part of the running of this fantastic student initiative and ensure the club's future success, simply express your interest by email or phone (see details below). Preference will be given to existing members who already have an appreciation for the club's activities.

www.autbreakfastclub.info

on the menu this semester...

Wed 12th May

Stephen Turner

British Consul General to NZ

Topic: The NZ/UK trade relationship and the dangers of risk aversion culture

Wed 26th May

Mike Cunningham

MD, Aim Proximity Auckland

Topic: The proven link between marketing spend and business profitability

contact us

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