

Discover more about the Employee Experience at Reed & Mackay

An increasing global presence and the continuing trend of hybrid working are just two important reasons to revisit and refocus on what makes a great company culture.

During the COVID-19 pandemic, Reed & Mackay took the opportunity to create a clear company purpose and develop a company vision and mission. It also relaunched the company values while creating a new one: entrepreneurial spirit.

“It felt the right time to review and redefine our values in readiness for the reset required post pandemic,” Reed & Mackay Global HR Director Victoria O’Rourke explains. “We identified the need for a shift in mindset and wanted to empower people to feel their contribution to the business was truly valued.”

Post pandemic was then the right time to review the global employee experience. A company wide culture and employee engagement survey was carried out in February 2023. This helped identify key areas of culture that significantly impact employee satisfaction and team members’ experience of working at Reed & Mackay.

The survey used sophisticated algorithms, data and people science to analyse data from employee ratings, as well as comments and free text answers, to provide insights and paint a clear picture of success and areas for improvement.

A global voice

The collected data was then looked at through a global lens, by country, by department and across key demographic groups. With a global participation rate of 85% it was clear there were engaged employees with a strong internal dialogue plus a desire to contribute and give feedback on the working environment.

The research shows a positive picture of Reed & Mackay’s culture. Eighty-five per cent of respondents said they are proud to be working for the organisation and feel respected; 89% feel they are part of a team; and 88% feel they can be their authentic selves.

The findings were consolidated into five organisational priorities to improve long-term employee experience, as well as provide managers access to the priorities of highest value within their teams. These themes were: leadership, communication, recognition, wellbeing and career development, which are underpinned by diversity, equity and inclusion (DEI).

Since the findings were released, many initiatives have been launched, including action-based plans for managers, career development opportunities, the launch of Reed & Mackay’s DEI seasons and more. The findings also solidified the success of previously launched Objectives & Key Results (OKRs). And, to ensure employees a continuous voice in all aspects of the business, feedback is encouraged through the virtual ‘My Voice Now’ suggestion box.

While the company values are the same worldwide, it's important to acknowledge cultural differences in different countries. “When expanding globally, the foundations of the company culture are of the utmost importance, along with the flexibility to respect what best suits local cultures,” O’Rourke says. “Together, this allows the culture to evolve and thrive.

“Change on a global scale needs to be implemented by working closely across all regions and really listening to and understanding what employee engagement means to our people. The global survey has given us great insight and provides us with the opportunity to measure levels of overall employee engagement.

"Our people are the most important part of Reed & Mackay and, acting on their feedback, supports our shared business objective to ensure Reed & Mackay is an employer of choice and a place they wish to stay."

A focus on diversity, equity and inclusion

One of the key initiatives Reed & Mackay is focusing on is DEI. "We want people to be their authentic selves. We want diverse groups of individuals working here, who have a passion for delivering dedicated service," Reed & Mackay Group CEO Fred Stratford says.

Supporting diverse groups led to the introduction of the DEI calendar, which celebrates people's differences. Reed & Mackay has created a calendar with events, celebrations and education programmes happening all year instead of just occasional awareness days.

"This offers the ability for anyone and everyone, across all global markets, to join in and feel part of the wider business," O'Rourke adds. "It gives people, who are passionate about certain topics, the opportunity to lead or work with both the Human Resources team and the wider business, to create enjoyable ways of recognising differences and each other and deliver a positive work environment."

What our employees say about working at Reed & Mackay

"I like the camaraderie the most and, at any time, I can reach out for help or guidance. Everyone is approachable, we are in this together, there's a real sense of purpose.

Reed & Mackay is transparent, keeps us informed of what is happening at the company and has the employees' needs in mind while trying to grow the company. Diversity Equity and Inclusion being practised is a BIG yes. I work with a wonderful diverse group of people.

Mia Terry, US Corporate Travel Consultant

"Some of our values, including fun and care, are really apparent through the business; everyone is upbeat, enthusiastic and you really feel part of moving the business forwards. I get the opportunity to work on new initiatives and the door is always open to give your feedback and suggestions. That makes employees feel like an important part of the business."

Alex Grumbridge, Talent Development Specialist

"We recently launched our 'Celebrating You' seasons, which included celebrating Pride, spotlighting LGBTQIA+ stories and voices within the business. I've led a pronouns webinar and taken part in our internal LGBTQIA+ podcast, which was great fun. I feel Reed & Mackay have really listened to employee feedback, implementing a 'dress-for-your-day' scheme, where there is more flexibility in clothing and people can feel more comfortable in themselves."

Zach Povey, Global Sales Manager, Group Meetings & Events

"I think that, as a company, we have such a wonderful culture and diverse group of people who work here. I'm Canadian, so it was amazing to bring and share our culture with the rest of the global business."

Amanda Brophy, North America Operations Team Lead

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