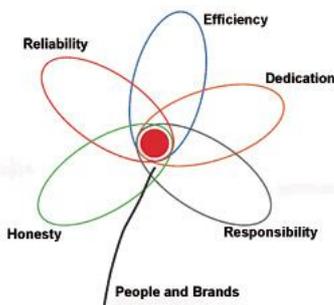


Case Study

ROCKWOOL

Rockwool is the UK's leading supplier of mineral wool insulation for thermal, fire and acoustic protection. A global organisation with headquarters in Denmark, Rockwool GB employs more than 400 staff throughout the UK in manufacturing, finance, HR, customer service, sales and marketing.



As a market leading company providing a sustainable, high quality product, Rockwool employees are encouraged to work within a value-driven culture set. The Rockwool values of Honesty, Reliability, Efficiency, Dedication and

Responsibility are common to all staff.

The Rockwool HR team wanted to ensure that the values were not just words in an induction manual but become the foundations of their everyday work. They looked for a method of making the values relevant to every member of the organisation and encouraging staff to give open, honest and constructive input into how colleagues were living each value.

The Assessme product was selected to provide an independent framework which could incorporate feedback from colleagues and produce individual reports for individuals. "The flexibility, simplicity and cost effectiveness of Assessme made it a natural choice for us" says Nina Evison, Rockwool GB HR Business Partner. "We wanted a method that incorporated peer feedback and Assessme gave us that. We tailored the fields in Assessme to measure against values rather than competencies and the Assessme staff were very flexible in helping us adapt the system"

"We have operated a phased roll-out team by team within Rockwool – and asked the team to complete the feedback survey as to how each colleague performs against the key values of Honesty, Reliability, Efficiency, Dedication and Responsibility. Each individual then receives a tailored

handbook which gives them the views of their colleagues. We then run a training day for the staff about giving and receiving feedback and the Assessme workbooks provide the foundation for this session."

The results so far have been excellent. Staff now appreciate how the values are relevant to their particular role and we have engendered a more open and honest communication style within teams. We will repeat the exercise in six months time to judge how performance has changed."

"We love the Assessme system and it is working very well in our organisation. We would absolutely recommend to other companies looking for a good value, functional assessment tool."

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