



Using strengths to create a positive and productive workplace at **ASDA**

🎯 Background

Asda is one of the top 3 retailers in the UK. Owned by the US retail giant Walmart, Asda has continued to succeed in a challenging retail market over the recent economic downturn through a combination of customer focus, a desire to build a trusted brand and a focus on employees or 'colleagues'.

Asda partnered with Strengths Partnership to support the following aims:

- To deliver colleague pledges of fairness, respect, pride and opportunity for all
- To help Asda achieve its mission of becoming Britain's most trusted retailer, by supporting Asda's development of a positive and productive workplace

🎯 Our solution

Strengths Partnership started by creating internal capability within the HR team, by training up a number of HR and L&D colleagues in the strengths approach and the Strengthscope[®] system. This enabled Asda to build its own delivery team with the knowledge and skills to provide one-to-one, team, and group support as required.

A number of leaders and influencers within the business went through a day's workshop focused on challenging mindsets at work, adopting more positive work practices. We provided practical models for delegates to better engage colleagues, manage difficult performance conversations and drive up their own performance through a better understanding of their strengths, and performance risk areas.

The approach was then woven through induction, leadership and team development programs, maximizing the chance of employees experiencing the strengths approach at different stages of the employee development journey.

The graduate recruitment process was overhauled – to combine a focus on key skills and competencies with objective assessment of strengths and energy for the requirements of management roles in stores and in buying. Assessors were trained up from line management roles to transfer skills internally from the outset.



🎯 Outcome

The talent pipeline for senior management was boosted, as well challenging recruitment decisions that would have been made with the previous competency based process, which challenged diversity of hires.

Estimated performance improvement from workshops ranged from 23-29%.

Attendees at team workshops highly regarded the explanation and benefits of using strengths as opposed to focusing solely on deficits. Candidate feedback from graduate assessment centres was universally positive, with the client citing a much improved hire rate than with previous recruitment rounds, due to a more effective end-to-end process based on strengths as well as skills.

“I really understand how my strengths are important and what I must really focus on, ensuring I play to these more – this will help me engage more with others and improve my performance.”

Senior HR Colleague, Asda