

rectron go from good to great



Case Study

Introduction

Rectron is a dynamic, innovative, and rapidly growing South African ICT company. Established in 1995, Rectron strives to be the company of choice for its customers, vendors and employees alike. Their flexibility, agility and client-focus have ensured their success in the fast-paced, highly competitive digital universe and positioned them as industry innovators.

The Opportunity

Rapid growth highlighted the need for Rectron to develop a 'behavioural blueprint' underpinned by shared values.

Wanting to make their people a part of the conversation, they required a process that would activate their values through collaboration and alignment. Through this, Rectron was able to shape their core values, unpack the behaviours that each of these embodied and define the expectations for different job levels. This values-led approach would be key in taking Rectron from good to GREAT!

Rectron procures and sells products, software and solutions to the ICT Channel in sub-Saharan Africa.



2Collaborate's Performance Solution

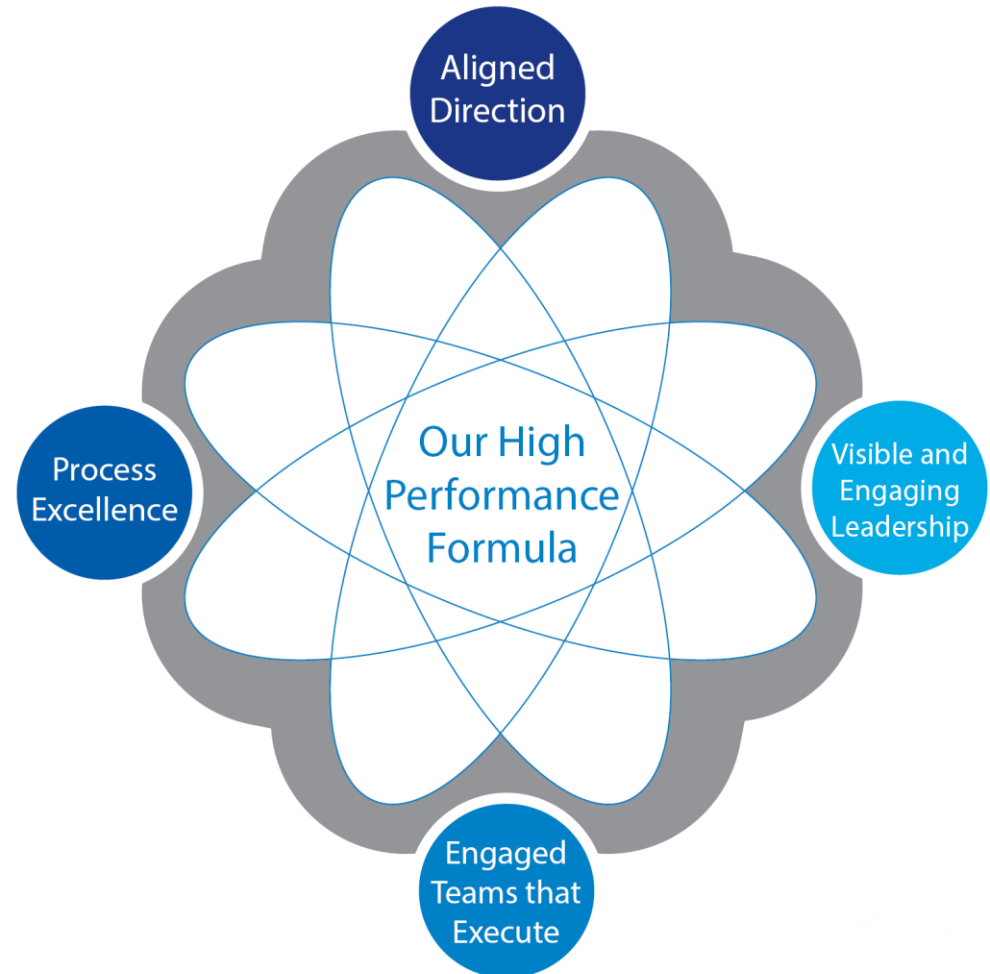
After engaging with Rectron to fully understand their needs, we set about crafting a solution to meet them, drawing on elements of our high-performance model. With nearly 30 years of application and testing, this practical, effective model is built on the notion that performance is a culture and acts as a blueprint to create your business's 'way of doing things'.

1. Aligned Direction

Strategy Definition, Articulation and Communication

Strategic alignment is a critical enabler in creating a culture of collaboration. Every role player in the business needs to have a crystal-clear understanding of where the business is going, what they are responsible for, what their outputs are and how success is measured.

An innovative process with Rectron's Executive Team ensured a practical, achievable strategy, beautifully articulated in a hand-drawn strategy map. This will be highly visible across all operations in the business.



1.1. Performance & Culture Alignment:

Values Workshops

Rectron didn't want their new values to sit on the wall. They wanted every employee to live them. To achieve this, we designed Values Co-creation workshops that engaged all employees in unpacking the values and giving them meaning.

Embracing and living values, many of which are abstract, can be challenging for employees – even if they have co-created them. It was, therefore, also important to translate the values into behaviours, giving employees a clear understanding of the types of behaviours they should model.

It also makes it easier for Rectron to measure how those values are being lived.

“We use these values to measure our service to each other and to our customers and celebrate the practise of these values on a daily basis.”



IMPROVING LIFE



RESPONSIBLE



TRUST



RESPECT



PARTNERSHIP



Launching the strategy map and values

A special launch was planned to sustain the momentum and inspire buy-in to the new strategy and values. This created a great buzz.

The new values form the basis of Rectron's culture. Although everyone was involved in co-creating them, we wanted to embed them to ensure their becoming the cornerstone of how Rectron staff 'Show Up' at work.

The launch took place over three days and included gift packs and edible treats.



Our journey with 2Collaborate started 8 months ago and we cannot believe how far we've come in such a short time.

Co-creating the values for our amazing organisation and partner relationships has been awesome. Since the launch, there has been great excitement and commitment from all our teams.

2Collaborate's dedication to our journey is evident in all aspects of our business. We appreciate their attention to detail and creative approach to bringing our values to life.

Thank you 2C, for helping us to jump into action. We look forward to the journey ahead."

Andre Witbooi,
Learning & Development Manager

The Road Ahead



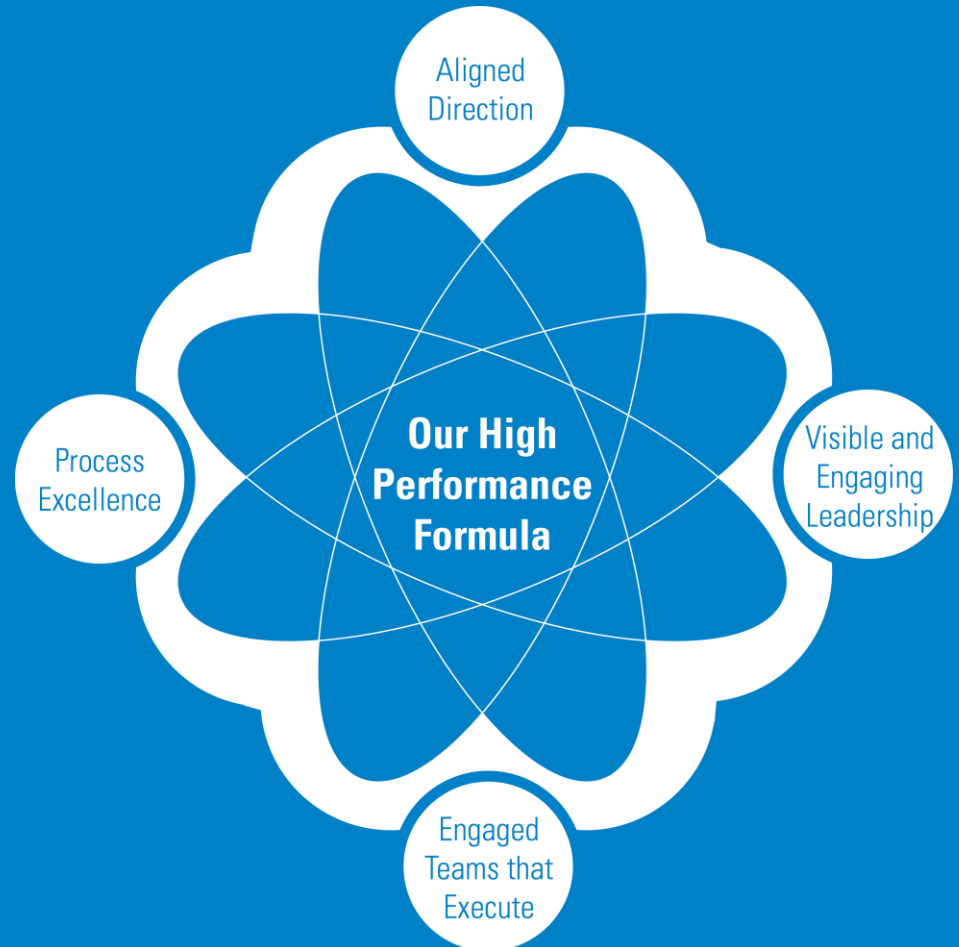
2. Visible and Engaging Leadership

Leaders play a critical role in shaping the culture of a business and enabling effective execution of the strategy.

The next phase of the journey focuses on equipping Rectron's leaders with the skills to build and lead teams that can excel in executing the business strategy.

Underpinned by our high-performance formula, [Building High Performance Teams](#) equips leaders to:

- Set their teams up for success
- Increase the effectiveness of team meetings
- Strengthen commitment and engagement
- Take accountability
- Lead performance conversations effectively
- Coach for performance.



3. Engaged Teams that Execute

If people don't think differently, they don't do differently.

Our high-impact engagement programme [YOUnite](#) will help all Rectron employees to make the mental and behavioural shifts required for high-performance. It will also equip them with the skills and tools to sustain the momentum.

It does this by:

- Creating self-confident and empowered individuals
- Creating an understanding of the business profit model, value-chain, and success drivers
- Developing unified direction and alignment to common goals
- Engaging employees in regular goal setting
- Creating mental and emotional ties to the business
- Enhancing optimism, ownership, collaboration and adaptability.

Join our social channels for updates on this innovative project and others!

A comprehensive & collaborative solution



Strategy development



Values workshops



Leadership development



Staff engagement





2 COLLABORATE

EXECUTING COMMON GOALS TOGETHER

“ A total commitment is a paramount to reaching the ultimate in performance.”

~ Tim Flores



www.2collaborate.co.za