

YOUnite 2.0: Aligning hearts and minds for a sweeter future

Case Study

Amajoyya



2 COLLABORATE
EXECUTING COMMON GOALS TOGETHER

INTRODUCTION

Amajoya, a leading candy manufacturer in South Africa, recently completed a year-long transformation journey. The company marked this milestone with its second [YOUnite](#) workshop, aimed at celebrating achievements, recognising challenges and strengthening team alignment. The whole business attended this one-day event, making it a powerful “uniting experience” that engaged the hearts and minds of every employee.

Designed in partnership with **2Collaborate**, YOUnite 2.0 built on the success of various initiatives implemented over the past year, including Strategy Map alignment, Values workshops, Leadership Development and the rollout of a Team Performance Methodology.



“This wasn’t just another workshop for us. It was a celebration of the culture that we have nurtured and built over the past year. 2Collaborate has been instrumental in this transformation, supporting us with solid learning solutions, people processes and performance methodologies.”

Billy Oosthuizen, CEO

MORE ON YOUNITE 1.0

[Click here to read how YOUnite 1.0](#) - a two-day employee engagement and change readiness programme - helped Amajoya’s employees make the mental and behavioural shifts required for high-performance.

THE RECIPE: TEAMCONNECT®

YOUnite 2.0 was designed around 2Collaborate's TeamConnect® cycle, consisting of four stages: Review, Goal-setting, Team Fitness and Execution. "The cycle serves as a blueprint for effective team meetings and discussions throughout the year," says Tjaart Minnaar, Director of 2Collaborate.

TeamConnect® is a leading team performance methodology that uses structured meetings and on-the-job coaching to help teams align, be agile and collaborate more effectively.



"We've seen a huge shift in people's attitude and accountability. This came from several actions we took: putting in place a performance management system, clarifying our policies and removing toxic elements from the team. We also focused heavily on communication, values-based leadership and growth and development. These initiatives began right after the first YOUnite to capitalise on the buy-in and momentum created."

- Billy Oosthuizen, CEO

PHASE 1: REVIEW

The first phase allowed Amajoya to reflect on the year's achievements and how well employees have aligned with the company values. Employees who stood out in living the values were celebrated and a new rewards campaign was launched.

Key achievements for the year included:

- **Living the Values and Culture:** Employee training sessions on values alignment were implemented, leaders were equipped to workshop the values in their teams and a recognition programme was introduced.
- **Improved Communication:** Several formal and informal communication platforms were developed and TeamConnect® was implemented to guide regular and structured team meetings within the business.
- **Visible and Approachable Management:** Leaders began walking the floors, actively engaging employees and nurturing an open-door policy.
- **Upskilled Leadership:** Managers and supervisors underwent skills development and were equipped to implement the TeamConnect® principles on a daily basis.
- **Boosted HR Presence:** An HR Officer was appointed, regular staff interactions increased and quick fixes were applied.
- **Targeted Skills Training:** Skill gaps were identified and filled through specialised training, on-the-job coaching and learnerships.

PHASE 2: GOALS

The next phase shifted the focus towards outlining the business strategy and goals for the upcoming year. The Heads of Departments (HODs) presented plans, making sure that their functional objectives aligned with the strategy. Practical steps that employees could take to help realise these goals, both in their performance and behaviour, were also discussed.



"Since last year, we have made big strides in transparency, responsibility, and accountability. This year, our focus is on improving execution and efficiency. The energy here today is incredibly positive, and the session achieved its aim of getting everyone on the same page and working towards common goals."

Nazeem Jacobs, Operations Executive

PHASE 3: TEAM FITNESS

The third phase centered on the idea of 'winning together.' This concept emphasised the deeply connected destinies of the business and its employees. *"When people understand both their own needs and the needs of the business, there is a greater willingness to collaborate and work towards common goals,"* explains Tjaart. *"Once this 'big picture' is clear, it sets the stage for a united workforce that can effectively execute strategies and deliver high performance."*

This phase highlighted the rights and responsibilities of both the employer and employees, spotlighting communication tools like Toolbox Talks, facilitated through TeamConnect®, to help keep everyone aligned.

"From daily 15-minute Toolbox Talks to monthly meetings and quarterly town halls, we've build multiple touchpoints to keep everyone updated on business operations and strategy," says HR Manager, Cindy Rautenbach.

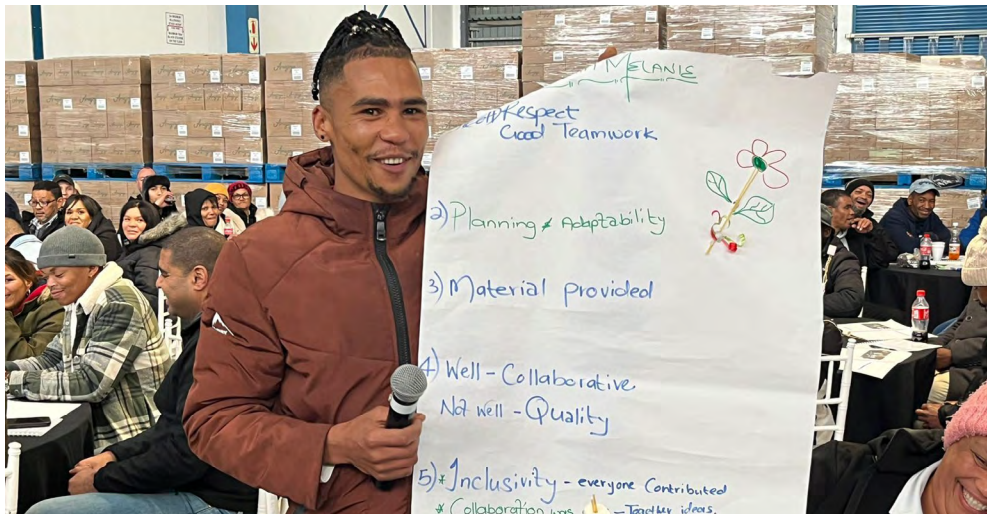
This shift in culture was clearly felt among team members. *"We have a voice now,"* said one employee, highlighting that leaders are present and willing to listen, team meetings are more effective and cross-functional collaboration has improved.



PHASE 4: EXECUTION

The concluding phase was all about action and accountability. Employees were grouped by function and challenged to discuss how they could embody the value of 'Responsibility' in specific ways. Each department committed to actionable steps aimed at boosting collective outcomes.

Employees then engaged in a personal commitment exercise where they were asked to ponder two questions: 1. How will you show up in terms of living the values? 2. What immediate actions will you take to make a difference?



"Execution is where we often lag. Today's focus is about recognising our responsibility and taking ownership - not just of tasks, but also of the outcomes," emphasises Billy.

To sustain the enthusiasm and maintain focus on these pledges, employees were given branded jackets, serving as visual reminders of their commitment to Amajoya's vision and values.

THE RESULTS

By the end, employees had a clearer understanding of both the company's strategic goals and their individual roles in achieving them. The session also served as a culmination of the ongoing efforts to embed the Value of 'Responsibility' within Amajoya's culture. Before moving on to the next value, 'Authenticity,' YOUnite 2.0 aimed to solidify the understanding and application of 'Responsibility.'

The importance of ongoing, structured discussions - facilitated through the TeamConnect® cycle - was further reinforced as key to ensuring that everyone stays aligned in their performance and behaviours.



"Co-creating the values made a huge difference to the team's buy-in to the strategy. We've integrated these values into everything we do, from manager-led workshops to our employee recognition and rewards programme. By focusing on one value at a time, starting with 'Responsibility', we've seen a lasting and meaningful impact on people's behaviour."

Cindy Rautenbach, HR Manager

CONCLUSION

Building a strong, aligned organisation isn't a once-off event. Both **Amajoya** and **2Collaborate** know that it takes sustained effort to keep a team engaged and moving in the same direction. Initiatives like [YOUnite](#), [iLead](#), and [TeamConnect®](#) show Amajoya's commitment to improving employee engagement, leadership capability and team effectiveness to get everyone aligned, change-ready and committed to high performance.

"What sets us apart now is our alignment from top to bottom with our strategy. Both YOUnites, expertly facilitated by 2Collaborate, helped further engage our workforce in our vision," adds Billy.

The Amajoya story highlights the big impact that comes from aligning your team, engaging them effectively and getting things done. It shows that when a team really comes together, it does more than just merge a group of people - it sets a shared course for the future.

"YOUnite 2.0 has helped to get everyone excited about our direction. The 2C team did a great job making this happen. They really know how to facilitate deep engagement and collaboration underpinned by solid business principles and experience."

Billy Oosthuizen, CEO

