

**INVESTOR IN PEOPLE
CASE STUDY:
C&P MEDICAL TRADING LTD**



COMPANY WINS BY INVESTING IN STAFF

C&P Medical Trading Ltd's commitment to staff development is improving the company's performance, profitability and turnover.



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The company, established in 1998, continues to show exceptional potential in its distribution of an extensive range of medical products to wholesalers through its 30-strong team based in Bowerhill, near Melksham, Wiltshire.

The support for personal training and improvement, which coincides with continued customer service satisfaction and an expansion of product range, is captured in the company's mission statement for 'Happy Staff' and a 'Positive Culture'. The initiatives are aimed at constantly raising standards.

C&P Medical Trading has been recognised as an Investor in People (IiP) because of its strong leadership, management style, sound evaluation procedures and commitment to staff development.

The team is led by well-qualified and experienced management who value and appreciate the input of staff.

"We value the contribution of all our staff and work hard to ensure that we get the best from them," a C&P Medical spokesman said.

"People need to know what they are doing, how they should do it, why they are doing it and when they will be rewarded for doing a good job.

"We try to have procedures for everything we do - this minimises errors - particularly as we get bigger. People work hard here but we try to create a good working environment and the opportunity to have fun whenever possible."

IiP Assessor Gerry Moutrey said: "The planning and structure of the business are exceptionally good. This stems from the professional training and experience of the directors. The business plan links through to the aims and objectives for team and individual development. Staff are involved in the planning process and as a result share ownership of the outcomes. They demonstrated a real desire to make things happen."

Gerry Moutrey praised the ability of C&P Medical Trading to work as a team. He also identified the workforce's wide variety of skills, experience and the effective way that sharing, coaching and mentoring are applied as key attributes.

The company's ability to control pressure and minimise stress, the use of excellent operating procedures and the open access to support and training were also praised.

Personnel development has meant that staff were able to confidently embrace the implementation of new licences, the finance/accounts team have the skills to keep pace with the growth in customers and turnover, and the warehouse team skills meet statutory requirements.

Staff commented on how their roles fitted into the wider business picture. “We aim to be a quality company with a friendly service.” “We do things right here. Even the way we pack things matter to me.”

Others stated: “We are valued as people here. Nothing is taken for granted.” “I’ve worked at places where nothing happened. We all get the help we need here.” “The people are the business here. We are a caring team that help each other.”

Background information

Investors in People is all about recognising that people are at the heart of organisations. Getting the best out of staff has a direct impact on the success of organisations.

The Investors in People accreditation helps organisations identify and implement proven methods to help staff achieve organisational objectives. Thousands of organisations across the South West continue to recognise the value delivered by Investing in People today.

Quality South West are the Investors in People Assessment & Recognition Centre for the South West. Contact our Advisory Team on (01452) 413641 to find out more.