



Being A Great Place to Work

Case Study

“ We are determined to make NMUK a Great Place to Work and a key step is equipping our line managers with the necessary skills and confidence to help this journey progress ”

Background

Nissan is one of the most productive car plants in Europe, producing more ‘cars per worker’ than any other factory. The production facility in Sunderland was opened in 1986 and currently employs around 7,000 people both directly and indirectly. Nissan is a huge driving force for the local and national economy responsible for around 40,000 jobs in the supply chain.

Some of the world class models produced include the Nissan Qashqai, Nissan Juke, Nissan Leaf and Infiniti Q30.

Objectives

Already a very successful business, Nissan is always committed to being better. They are on a mission to become one of the UK’s best employers and to that end are following the ‘Great Place to Work’ model. This will help them build a culture where all employees feel engaged and empowered.

Dale Carnegie was appointed as the development partner in supporting Nissan Manufacturing on their mission to become a Great Place to Work. Many hundreds of Supervisors, Seniors and Managers have already experienced a Dale Carnegie Programme that is specifically designed and customised to meet Nissan’s exacting standards.



Results

Following the initial phase of the development programme there are internal sustainability and accountability meetings to ensure the programme is being applied. Feedback from these meetings demonstrates that the learning has been transferred into the workplace and that line managers are using the principles from Dale Carnegie's Golden Book to enable some of the behaviours and thinking required by the Great Place to Work Questionnaire.



Quotes from Dominic Lydon Head of Talent Management, Strategy and Planning:

“ We have been very pleased with Dale Carnegie's approach – they have provided our line managers with the space to reflect, a thought-provoking programme and the energy to take action to improve their people management.

We are determined to make NMUK a Great Place to Work and a key step is equipping our line managers with the necessary skills and confidence to help this journey progress. This is a fantastic leadership development programme that is really making a positive difference for our people and our workplace.

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Nissan's success as a UK manufacturer

7000 people



employed in the plant

40,000



people employed in the supply chain

Exporting to

130

different countries

Makes 500,000



vehicles a year

The plant is

95%

Automated

over

30

years in

Sunderland

