

## Overview

This standard is about the skills and knowledge needed for you to engage and inspire colleagues in a food and drink business.

Engaging colleagues fully with their own objectives and the objectives of the organisation is invaluable in the success of a food and drink business. Inspiring them to feel their contribution is noted and worthwhile is a key skill of managers. Encouraging commitment to the shared success of the business empowers people to commit wholeheartedly to their work.

You will need the skills and knowledge to create an open work environment where objectives and expectations are shared. You must also have the skills and knowledge to encourage dialogue, creative thinking and be supportive in time of change. You must have the skills and knowledge to lead by example, praise, encourage and inspire those around you to reach their full potential.

This standard is for you if you work in food and drink operations and/or supply operations and are involved in engaging and inspiring colleagues in a food and drink business.

## Performance criteria

*You must be able to:*

### **Engage colleagues**

1. communicate the organisational strategy, objectives and plans to people within your area of responsibility
2. check colleagues are aware of their role in the fulfilment of organisational objectives and plans and how this fits into the strategy of the food and drink business
3. communicate the consequences of not adhering to and not fulfilling organisational objectives and plans to colleagues
4. create an environment where two way communication is actively encouraged
5. support colleagues through times of conflict, challenges and change
6. encourage an environment of mutual support and optimism

### **Inspire colleagues**

7. embed activities to encourage creative thinking into organisational policies and procedures
8. acknowledge and reward creative thinking
9. conduct yourself in a way which has a positive influence on colleagues
10. use your words and actions to inspire colleagues to strive to reach their full potential in the workplace
11. support colleagues by investing and praising them
12. actively seek opportunities for colleagues to develop and grow in their roles

## Knowledge and understanding

*You need to know and understand:*

1. the organisational methods of communication and information technology and how to make best use of them
2. why two way communication is important and how to actively carry this out
3. what the organisational strategy, objectives and plans are and how to communicate them to colleagues
4. why it is important to communicate what an individual's role is in achieving organisational objectives and fulfilling plans and how to do this
5. how to support your colleagues through conflict, challenges and change and the importance of this in creating a motivated, engaged workforce
6. why it is important to create a culture of mutual support and respect and how to do this
7. why it is important to support creative thinking by embedding in organisational policy and procedure and how to do this
8. how your actions and words influence the behaviour of those around you and why it is important to act accordingly to encourage a positive, supportive and inspirational work environment
9. what the challenges are to engaging and inspiring colleagues and how to overcome them
10. how to give support and praise and why it is important to do so
11. why it is important to be proactive in seeking development and career progression opportunities your colleagues and how to do this

Engage and inspire colleagues in a food and drink business

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**Developed by** NSAFD

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**Version Number** 2

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**Date Approved** January 2019

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**Indicative Review Date** January 2024

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**Validity** Current

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**Status** Original

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**Originating Organisation** Improve

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**Original URN** IMPBP206S, IMPBP207K

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**Relevant Occupations** Associate professionals and technical oc; Administration; Business Management

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**Suite** Food Business Strategic Leadership

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**Keywords** Food; drink; manufacturing; business; inspire; engage

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