

# LIPHATECH is rewriting its vision through teamwork

Facing a continually evolving regulatory, societal and environmental context, the employees at LIPHATECH were unsure about the role and the mission of the company. In response, in February 2018 a process of collaborative contemplation was launched to examine LIPHATECH's vision.

With the help of Emmanuel Laybros specialist in brand positioning, the staff were invited to participate in co-construction workshops organised around 3 focus points

## FOCUS POINT 1

### «**Exploration**»

For 3 days, volunteers, more than 60% of staff, representing all the departments of the company, voiced their vision of LIPHATECH.

Through the Lego® Serious Play® method, perceptions of the internal functioning of the company, its external image, its stakeholders and the reaction of the company to events were modelled.



**Florence Duroudier**  
Technical and Marketing Assistant

Service: 20 years

“ The organisation of the collaborative workshops outside the company and the facilitation by someone who didn't know us, allowed us to express ourselves more freely without judgement and without being influenced. At the beginning, I questioned the benefits of the “Lego” workshop, although I was afraid it may have been perceived as ridiculous, it turned out to be the opposite. We were able to express more with the Lego® than by using words.

Thanks to this innovative approach, we created a slogan which gives sense to what we do on a daily basis. Today when I talk to people outside the company, I explain the usefulness of what we do “to perpetuate a healthy environment”. Internally, this project has also allowed more cohesion between different parts of the company, notably the factory and the head office. ”

## FOCUS POINT 2

### «**Structuring**»

Following on from the proposal made by the exploration groups, a review was carried out in order to formalize LIPHATECH's role and mission.



The main driver in the process of defining our mission has been to highlight how useful our everyday activities are: to perpetuate a healthy environment, by committing daily to developing innovative and effective solutions, demonstrating good practices and by limiting the impact of our products on the environment. **Patricia Mora Matel**



**LIPHATECH's mission**  
Our mission defines our profession and how we perform it:

**to perpetuate a healthy environment by developing innovative and effective solutions, by demonstrating good practices and by limiting the impact of our products on the environment.**

**LIPHATECH's role**  
Our role defines the ambition that we have beyond the strict exercise of our profession:

**to make rodent control everyone's business.**



**Gabrielle Cor**  
Regulatory Affairs Manager  
Service: 7 years

“ I was lucky to have attended the projection workshop. This approach meant that the staff were participating to the company dynamics. The mixture of profiles and functions was appreciated by everyone in the group. During this workshop, we structured our thoughts and identified some concrete ways forward, which could be implemented immediately and in the years to come.

In fact this project is far from finished and the whole team is putting it into practice every day with strength and conviction. In this co-construction approach, the human dimension has been an essential element. It is highlighted in “The communication guidelines” and embodied by the photos, not featuring models, but of the real employees of LIPHATECH. ”



**Céline Szczesniak**  
Purchasing manager  
Service: 3 years

“ I find the co-construction approach very positive. Being open to all, I discovered the visions of colleagues with different lengths of service and who work more or less closely with the products; Thanks to the Lego®, the ambiance in the workshops was relaxed, so that we were creating a debate without noticing it.

I also participated in the projection workshop. In teams, we identified the ways forward which would support our mission. Everything revolves around education, for me it is a key point: to explain the merits of our work.

Since the workshops the first MAP showing LIPHATECH's mission has been displayed in the offices. It proves that the employees are happy with the change and are committed to the company's strategy. They feel at the center of everything. ”

FOCUS POINT 3

## «Projection»

**For 2 days, thanks to the collaborative Creative Problem Solving method, employees worked on activities to make LIPHATECH's internal and external goals a reality.**

From this work numerous action pathways emerged targeting both; externally: on the sharing of expertise and the development of training tool, internally: on the creation of meetings between LIPHATECH employees.



**Thierry Panini**  
Logistical fluxes manager  
Service: 17 years

“ When I arrived at the first co-construction workshop and I saw the Lego®, I thought it was a game. In the end, strong messages about our mission emerged and people who couldn't easily express themselves verbally were able to express their ideas, thanks to the lego®. I appreciated the

mixture of participants both in terms of their functions and their level in the hierarchy. No taboos, no barriers, we were all on the same level.

In the second workshop we identified a need for communication between the services and we felt a desire to create links thanks to the convivial moments we shared together.

Finally, this project makes me feel better about the usefulness of my job and about the need to continue to be involved. I even went to the company executive board because capital control is one of the key characteristics of LIPHATECH. ”

The result of this co-construction project has been shared with all employees: **the release of the “LIPHATECH communication guidelines” in September 2019 shows the outcome of this teamwork. It enables everyone to take ownership of the vision and identity of the company and to direct their daily work.** A collective commitment to go forward in the same direction, to understand and share the company's strategy, to address the issues associated with change and finally to be proud to work for LIPHATECH.

“The communication guidelines” doesn't mark the end of this co-construction dynamic, on the contrary; in its 2019/20 campaign, LIPHATECH is prioritising 2 projects. The first has an educational objective aimed at the general public, the second, an internal project, has as its objective, to reconnect the departments of the company. These 2 projects are led by interdisciplinary teams of volunteers.



**Marc Gelineau**  
Sales director  
Service: 24 years

“ I was immediately convinced of the benefit of writing down the vision of our company. The fact to take a step back is essential in order to define what LIPHATECH is today and where we want the company to be tomorrow.

The first workshop allowed us to define our global vision, we don't do the same job as our colleagues, we don't have the same constraints or the same expectations and despite this we managed to identify numerous common grounds.

The second workshop focused on the actions to be taken, it made me aware of the direction in which LIPHATECH wants to go.

Since the project was launched, I feel that the employees understand and support LIPHATECH's strategy. Our slogan “working together for a healthy environment” creates a strong link between us, we have the sense of belonging together to the same group. “The communication guidelines” has become a frame of reference for explaining our vision to our clients who ultimately fully endorse our mission. ”

## Working together for a healthy environment

# LIPHATECH

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