

Other Ideas - Work Winning Input

Sponsors – Patrick Norville, Freddie Whitehead

Build sustainable business relationships

Build sustainable pipeline

Where the spend will be

Where do we want to play

What transferrable skills do we have

What investment is required

What experience do we need to buy-in to the business

Improve marketing – external profile of what we can offer

Improve internal awareness of our regional capabilities

Be open and honest about margin aspirations to customers

Assess and assign correct experienced/competent people to current projects

Communicate the ‘benefit of negotiation’ to the customer

EXCO involvement/sponsor for bids

Will customers recommend Wates / sell Wates

Procurement methods and trends

Pipeline of existing customers – what are their plans?

Distribution of NPA results

Define our identity – what do we stand for? – lean into that

Group strategy v Construction Strategy

Properly resourced pre con teams – all functions

In-house critical trades self-delivered

Investment – acquisition of experts – turn key

Celebrate all successes – people, projects, big & small wins, customers

Feel good factor – make it personal

Invite customers to internal meetings

Consistent teams

Further acquisition in the correct markets

Longer terms marketing plan – line up with future target sectors

Competitor analysis

What's our USP – defining our USP/brand

Early engagement

Attracting future talent

Better collaboration across the group

Dedicated resources for customer engagement

Internal secondment across different divisional departments

Work winning training – leveraging own networks

Handover workshops from work winning to operations team

Sell that we are experts in being part of an alliance

Key messages – elevator pitch

Route to contracts model – countdown to contract – risk and terms

Project resolution – interrogate

Continuity of people and process – disseminated at regular stages

Staff retention – train to refrain

Regional ownership of client relations – sub level, not just central, inc frameworks

Listen to the people who know best – not always external

Peer review

Play to people's strengths

Ops support in per -con

Mergers & acquisitions

Remove grade based IT equipment

Cross function training – secondment – across the division

Celebrate wins

Support across all grades

Transparent Gallup results

Training and development

Ultra flexible working

Employee ownership/ shareholders

Undercover boss or subbie

Free ice cream! – Happy staff, happy customer

Creches in office/subsidised near offices

Summer parties for families

Exchange schemes to different countries/clients/industries/subbies

Wates ‘app’

Leverage FM & developments to enter into Health and MOD

Group wide lessons sharing across regions and groups

‘5’ year employee recognition

Absolute clarity on strategy and mission drivers from top to bottom

We have 3000(?) employees – do we all realise we are all business development managers

Are our key wins/messages shared with our people for key messages in the market

Are we seeking/capturing all market intelligence centrally

Are we consistent in pre con approach and structure – do we resource correctly

Incentivise teams for wins

Talent pipeline

Retain talent – retirees – don’t want to lose knowledge and experience

Empower for thinking differently – energise

Are our processes and systems ready for 2028 pipeline

Clarity of strategy and sectors – commit to it

Central data/knowledge

Define our identity – know who we are, sell who we are – perception

Work winning training – we are all BDs

- Learn from the best performers
- Leverage the knowledge and skill we have

Ops involvement in bids – ownership of strategy – commitment flow and transparency

Don't change the path