



## INTER SNACK

[www.intersnack.co.uk](http://www.intersnack.co.uk)

*"The key issues for InterSnack Ltd were to ensure that the business retained its competences and flexibility as it became increasingly complex and process driven. This effectively meant it was important to develop the existing personnel, the people who ARE InterSnack, to embrace new management skills across a wide range of disciplines. Integration International understood this key issue from the outset and designed the process with this in mind. Since the completion of middle and senior manager training, InterSnack Ltd has enjoyed record growth & engaged an even flatter structure."*

**Calum Ryder · Managing Director**

INTERSNACK LTD



*"helped me to achieve goals and targets"*

*"gave me more confidence in speaking to big groups"*

*"developed my time management skills"*

*"I have used the BEST analysis successfully in a structured interview"*

*management skills programme participant comments*

## INTERSNACK LTD IS THE UK'S LEADING PRETZEL MANUFACTURER

Since the UK's first pretzel came off the production line in 1996, InterSnack Ltd has grown by adding to its own label customers like; Marks & Spencer, Sainsburys, Tesco, Waitrose, airlines and train companies, as well as selling £4m a year of its own Penn State Pretzels. Growth has come through:

- ★ **Innovation**  
by producing a wide range of baked or expanded cereal products
- ★ **Quality**  
by meeting the independently audited British Retail Consortium food standard
- ★ **Customer Service**  
by responding to and retaining many of its very first customers
- ★ **Investment**  
in manufacturing technology and training its people.

## GROWING BUSINESS · SO FAR

Working in partnership with InterSnack Ltd, Integration International identified that continued growth had created a need for improvements in:

- ★ **People systems**  
recruitment, selection, discipline, grievance and performance appraisal.
- ★ **People skills**  
a range of specific people management skills.

We designed and delivered customised practical workshop modules for InterSnack Ltd senior and middle managers, which were aimed to fit in with a busy 24 hour manufacturing operation. The modules focused on the following business requirements:

- ★ **improving the recruitment and selection process** by developing interviewing and systematic selection skills to ensure that the business selected the 'BEST' professional, technical, craft and operational employees effectively and fairly to meet the needs for growth.
- ★ **creating effective teamwork within teams and across the business** by enhancing communication and team leadership skills to retain a motivated, adaptable workforce.
- ★ **ensuring that disciplinary and grievance issues are handled effectively and fairly** by giving a grounding in employment & equality law and enhancing skills in dealing with such issues.
- ★ **developing managers' self-management skills** in; managing time, delegating, dealing with pressures, coaching and influencing to ensure sustained performance.

## GROWING BUSINESS · IN FUTURE

Integration International provided coaching sessions for key managers to focus on specific needs, to enhance their performance, develop in new roles or apply learning from workshops they had attended. The next stage is aimed at developing team leaders' skills and strengthening team work. Later projects will focus on performance management and issues identified in training reviews.