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## case study

# Tameside & Glossop Provider Division

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### **The challenge**

- Tameside & Glossop Provider Division was separating from the Primary Care Trust and needed to develop a mission, vision and values for the new division
- The new Provider Division challenged MC2 to use the development of the values as a means of engaging staff and providing them with a framework for their new brand identity
- MC2 was then tasked with designing the brand and producing all the relevant material to bring the organisation's new mission, vision and values to life

### **MC2's approach**

- MC2 ran a series of staff workshops to understand and develop a collective mission, vision and values
- Workshops were also used to provide suggested activities to help improve staff morale, the patient experience and service outcomes
- The mission, vision and values were brought to life visually using images of staff from across the organisation. This was used to develop the organisation's overall brand, in marketing collateral and on all internal communications

### **The results**

- Workshops and visual materials well received, internally and by other Trusts across region
- The commissioning arm of the PCT also adopted the vision & values and used them throughout organisation
- The imagery has become a recognised brand for all the Provider Division's materials