



Crown Food Group

Superior Products and Equipment for the Meat and Food Industry

Cape Town, South Africa

client Case Study



about the Crown Food Group

A company that has lasted more than 100 years

The Crown Food Group, with a rich heritage of more than 110 years, is a proud member of the Bidcorp Group. Bidcorp Group originated in South Africa and is today an international food distribution company listed on the Johannesburg Stock Exchange (JSE), operating on five continents, and employing over 28,000 people globally.

Subscribing to a philosophy of transparency, accountability, integrity, excellence, and innovation in all business dealings, Crown Food Group has earned an exemplary reputation. The company's motto is "We're here to help."

Crown Food Group comprises two manufacturing facilities with dry ingredient blends and sauces. Both these facilities manufacture under their Microsafe® Food Safety Initiative, which is underpinned by the British Retail Consortium (BRC), Food Safety System Certification (FSSC 22000), and many more accreditations. They have two Centres of Excellence with five pilot plants where they do their R&D, as well as capability days showcasing their expertise in developing bespoke customer solutions.

CHALLENGES

When reviewing the current state of the organization and mapping out the future of the Crown Food Group, Managing Director John Morris came to the realization that in order to maintain growth, the most vital asset of the organization, most notably its people — the family of individuals who make the company successful — required a well-being program that would need to be provided by the organization.

Calling on the learnings regarding crystallization of thinking, personal planning, personal goal setting and the many other valuable components of SMI, John searched for a suitable program to serve as one of the pillars to take the organization "Above and Beyond" and to build upon the legacy *"Leave people better than you found them."*

In the past, Crown tried several skills development programs, but the programs were not 100% focused on achieving specific outcomes. The initiative, aptly titled Above and Beyond, outlined several objectives that would add value to customers, shareholders and employees and foster continuous improvement, innovation, product and service enhancement:

- Get people engaged in their jobs and careers and also invested in the company;
- Cultivate management and personal leadership abilities;
- Contribute to career development and succession planning; and
- Transform the organisation.



Naomi Basson and John Morris

SOLUTIONS

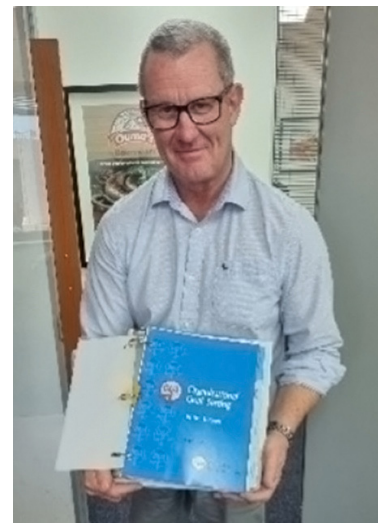
In October 2021, Crown Food Group executive committee (ExCo) began using LMI's *Effective Personal Leadership (EPL)* program under the mentorship of Naomi Basson. Due to the disciplines the team learned from studying the LMI course, the company had a record year with a 19% growth over prior year in a tough economic environment.

To continue with the success brought on by the program, the next layer of management embarked on LMI's programs. By June 2022, Crown rolled out the *EPL* and other similar programs to an additional 113 employees across all levels of the business.

why LMI®?

“It was back in 1989 that I was first exposed to SMI (Organizational Goal Setting) which, as a result of the vision of the leadership of the time was implemented as a tool to galvanize the values, norms, logic and alignment through the organization. I had the privilege of being one of the participants of this initiative. Calling on the learnings regarding crystallization of thinking, personal planning, personal goal setting and the many other valuable components of SMI, I searched for a suitable program, as one of the pillars to take the organization “Above and Beyond.”

The resultant search brought me into contact with Naomi Basson and LMI, which to my amazement, was exactly what I thought would benefit the individuals and concomitantly the organization into the new era. We have embarked on a program to inculcate the values of LMI throughout the organization and have already seen the benefits of the program. The participants, whether it be the Exco leadership team, general management or our other colleagues have all contributed to the motivation for the continuation of the program as part of the life coaching well-being program.”



John Morris
Managing Director

>> MORE TESTIMONIALS ON BACK

trading arms

Crown Food Group has three trading arms:

- ❖ Crown National, focussing on the supplying of ingredients to the meat processing industry with dry ingredient blends and sauces and condiments.
- ❖ Crown Ingredient Solutions servicing the dairy, bakery, confectionery, culinary, canning, sauce manufacturing, convenience foods as well as flavour houses.
- ❖ Griffith Crown, a joint venture between Crown Food Group and Griffith Foods USA, service the QSR business including the likes of KFC, Mc Donald's, Nandos, Burger King, Pizza Hut, etc.

Crown Food Group has fifteen trading operations and twenty-three retail outlets throughout Southern Africa, which are represented by distributors in the UK, Europe, Africa, Australia and New Zealand to name but a few.

The company's international partners are integral to the success of the business. Through international partners, Crown Food Group has access to world-class technical support and cutting-edge ingredient solutions.

International partners include Formatic, ICL Phosphate Specialty, Inotec GmbH, Grasselli, Henkovic, holac, Red Arrow, and TALSA.

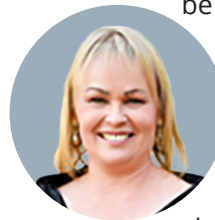
what they say about LMI® programs

“The LMI EPL journey taught me that there is a balance in life. Life is not just there for work, but also for family, and the EPL assisted me in finding the balance. It helped me to realise that I cannot control everything, but I do need people and people need to be empowered to tap into their potential.”



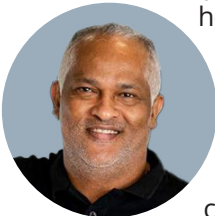
Johan De Beer
Commercial Supply Chain Executive

“I lead a team with very diverse personalities which can be quite challenging. The LMI programme equipped me with the knowledge and tools to lead this team more effectively and to lead with empathy. Focussing on each of our strengths has changed the team dynamics, facilitated personal growth, a stronger team, better results, and better efficiencies.”



Natasja Erasmus
Manufacturing Supply Chain Executive

“I lost my wife in August 2021 due to Covid. Slowly but surely the methodology of the (EPL) programme helped me to refocus and regain purpose. The total person approach made me realise that I must give attention to all spheres of life, not only career and family. Setting down short-term personal goals, in writing and with clear timeframes, helped with the refocusing. And lastly, writing down the dream list and life mission statement reignited a sense of purpose for my life.”



Neal Mackriel
HR Executive

“LMI's Effective Personal Leadership to me is a blueprint for achieving desired outcomes and goals that we often put off as near impossible. The LMI's Leadership Development Programme is an impressive approach to help one ground imagination into reality.”



Reuben Govender
Executive Director: Regulatory Affairs, Compliance and Food Safety

“LMI taught me to believe in myself more, focus on a balanced lifestyle and that I can deliver better results if I allow myself to be my true authentic self.”



Peter Nordejee
Marketing & E-Commerce Executive

