



PRESS RELEASE

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BIRDS EYE INDEPENDENCE – ‘EXCEPTIONAL CHANGE MANAGEMENT’ RECOGNISED IN IBC AWARD SHORTLIST

The announcement last week of the UK Institute of Business Consulting Awards 2009 has seen global boutique consulting firm **Square Peg International** recognised for its work in keeping **Birds Eye Iglo Group** (BEIG) in business as it separated from Unilever last year.

Square Peg, which took the lead-change consultant role in BEIG's separation from erstwhile parent Unilever, is an IBC Awards 2009 finalist for both Practice of the Year (under 30 employees) and Best International Project - for its work with the European frozen food giant.

Failure was not an option

Commenting the scale of the separation project, BEIG Chief Information Officer, Tania Howarth said *'This project was nothing short of the complete re-platforming of all business activity. It was a high stakes project which simply could not be allowed to fail and managing that change was a hugely complex international undertaking. The Square Peg International team were integral to our achieving separation from Unilever.'*

Keeping the fish-fingers flowing

With the separation of Birds Eye Iglo Group (BEIG) from Unilever, the business had to re-platform all its activity from telephony to reporting, across eight European countries. This was change at every level of the organisation, across all 8 countries (UK, Ireland, France, Belgium, Netherlands, Portugal, Austria and Germany). It was **much more than an IT project**. In practice it meant 1,800 users, 7 languages, 3 factories and interfaces with 100s of suppliers, customers and logistics providers!

Square Peg's role

As change consultants, Square Peg's brief was to ensure BEIG people were 'ready willing and able successfully to switch to the new operating environment' with minimum business disruption. It was a fast and furious environment with hundreds of interdependencies. Commenting on Square Peg's role, Managing Director, Doug Ross said *'In a project as critical as this, mutual respect and professional partnership make for a win-win relationship'*.

Exceptional Change management

BEIG CIO Tania Howarth summarises the contribution that excellent change management made to Birds Eye's success. *'Our people certainly were excellently engaged and very well prepared and we certainly did transition remarkably smoothly to the new operating platform. Yet, the Practice provided significant value well above and beyond that brief. Just one example of the huge value they added was in their managing the change process so as to instil our new corporate values of individual responsibility and entrepreneurship. **That is exceptional change management.**'*



COMMENT & INTERVIEW

For interview and comment with Square Peg please contact:

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Requests for comment from Tania Howarth must also be directed to Phoebe Dunn

About Institute of Business Consulting Awards 2009

The Awards are our chance to give something back to the members who consistently and repeatedly offer a level of excellence that surpasses client expectation and the industry standard. When they first started, the Awards were simply a way to say "well done", but the current financial climate has given them a new significance as many consultants have fallen victim to dwindling budgets and the ensuing potential famine.

Lynda Purser, director of IBC, congratulates all those shortlisted for this year's IB Consulting Awards and thanks all those who entered the competition, saying: *"We would like to thank everyone for entering the IB Consulting Awards 2009. The 50 percent increase in participation for this year's competition, not only reflects the growth of the UK consulting sector, but also recognises that IBC members are delivering high value to their clients through exercising their competence and sharing of good practice."*

About Square Peg

Square Peg are business consultants focused on the people side of change. Our clients include some of the world's largest brands and in the six years since our foundation, we have supported clients in over 20 countries. We help leaders and their organisations go through transitions and deal with events that demand fast, effective change. We provide the integrating force between strategy, leadership and people.