

Press Release

National Grid Wireless, on the starting grid and ready for the green light

6th Feb 2007

National Grid Wireless, the UK's leading provider of large scale broadcast and mobile telecommunications infrastructure, has launched an innovative programme to support one of its corporate goals; 'to help its staff succeed'. A series of performance enhancement programmes will be delivered under the 'Excelerate' banner drawing together a number of elements such as performance management, personal development, internal communications and staff recognition - all of which are designed to give the company's staff the knowledge and skills needed to meet its very challenging three-year growth strategy.

The company is focused on developing a high performance and teamwork culture and believes that the Excelerate programme will be a key part of this process as it helps to establish the link between individual's performance objectives with the goals of the organization and, ultimately, rewards.

To launch the programme under the Excelerate brand National Grid Wireless used a F1 theme. The F1 theme was chosen because of the sports association with high performance, prestige and teamwork. The launch event was designed to help raise staff's awareness of the programme and used F1 driving simulators, a themed 'Pit Lane' lunch and large scale scalextric tracks at each of the company's regional offices around the UK.

In addition to this activity National Grid Wireless offered its staff the opportunity to enter a 'Live like a F1 driver for the weekend' competition where entrants could win an all expenses paid trip to one of the UK's top health resorts.

Rita Maguire, director of human resources at National Grid Wireless explained: "We have a committed group of people working for us and we recognise that we need to keep investing in our people to maintain this commitment and raise the bar, continually, on performance. We have an exciting future ahead of us and Excelerate is our way of ensuring our people have the knowledge and skills to meet the business challenges that lie ahead."