

# OUT OF THE ORDINARY

When Bunnings wanted something different for its retail team's training, the creative agency Ready to Roll obliged with a dose of humour and fun.

**A**lthough Carolyn Masel is the official winner of this year's Leadership Award in the consultancy category, she says the award is shared with the two other people who with her comprise the niche creative agency, Ready to Roll: creative director Geoff Paine and director/editor Chris Tomkins.

"Our little company was born from the frustration of making what we thought were corporate videos that didn't engage the audience," says Masel, Ready to Roll's producer. "Polite but bland corporate comedy—something people sit and watch for 20 minutes and instantly forget. We're driven to engage an audience's attention and hold it."

Ready to Roll has a background in television, live entertainment, video production and corporate training. It says it has a crack team of scriptwriters, performers, musicians, editors, comedians, film-makers and improvisers on hand. "This talent pool is filtered, heated and has a deep end."

The award-winning submission was based on the agency's training campaign for Bunnings retail teams, called "Selling It Like It Is". The hardware retail chain wanted to go with something out of the ordinary, and Ready to Roll provided it with a six-chapter DVD complemented by a quiz-based board game.

"We started off the DVD by saying what Bunnings' selling culture is not—a 'do you want fries with that?' culture, a pushy used-car seller, an aggressive telemarketer—and went on to talk about how selling skills can be a service to customers," says Paine. "For example, if someone is buying nails, do they have the right hammer? Basically, making sure they don't get home and find they haven't got everything they need for whatever they are doing."

It was important that the training reach all of Bunnings' 20,000 or so employees (or "team members" as they're referred to), wherever they

are in Australia, whatever their age and gender, and whether they be full-time, part-time or casual.

"We use a lot of comedy and humour to get serious messages across because the best comedy is based on truth, and you can hit the message quite clearly," says Paine.

The campaign is still being rolled out across Australia. The DVD is divided into chapters so trainers can focus on certain areas of selling, and the board game is used as a refresher. "The game was something we'd never produced before, and it's a fun learning tool," says Masel. "The teams play it at work, but in an informal environment like the tea room."

To get inside the Bunnings' culture and team psychology, the Ready to Roll people spent a lot of time travelling around, shooting footage in stores and talking worst-case scenarios and the



## HR leadership consultant

### Winner

Carolyn Masel, Ready to Roll

### Finalists

Tony Shanahan, ITS People Solutions

Dulise Maxwell, Mater Health Services

Gary A Valkenburg, Superior Service Consulting

like with the selling teams. "After two or three years, we understand their culture very well," says Masel. "Working closely with the client is part of why this program has been so effective." ❧



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