

Authenticity – the latest HR fad or bottom line added value?

Sue Swanborough, HR Director, General Mills UK & Ireland

Hardly a day goes by when you don't see authenticity and trust referred to in some way by the media. A result of both local and worldwide events maybe, but recent surveys carried out in the UK and US, in particular, have also show that the level of trust which employees have in their CEO, executive team, business and government is reducing.

Arguably then, it is becoming ever more important to increase the level of trust in our organisations and our leaders in order to build employee engagement. But is this really worthwhile? Does it offer a business benefit? How does it add value – is it a good investment of time and money or just the latest HR fad?

Sue will explain how building trust within organisations can add value to the bottom line, saving both time and money. She will outline the journey which her organisation, already a highly successful business, has been on for the past 3 years, the role that HR has played in this and the impact that this has had for the business.

Sue, a science graduate, has worked in a number of fmcg businesses, including Boots plc, Mars and, more recently, General Mills. During her career she has moved cross functionally through R&D, supply chain, logistics and manufacturing before joining HR. She has held a number of generalist and specialist roles covering the full spectrum of HR. Her passion and expertise lies in cultural and leadership development through building trust to deliver excellent business results.

General Mills UK & Ireland is one of the fastest growing food companies in the market and has a track record of double digit growth with its portfolio of dynamic market-leading brands including Häagen-Dazs, Old El Paso, Green Giant, Wanchai Ferry, Betty Crocker, Nature Valley and Jus-Rol. General Mills has a reputation for bringing careers to life as a multi-award winning employer, committed to developing employees' talents for the benefit of the business and individual.

Part of the world's sixth largest food company, General Mills is also proud to be consistently named in the Sunday Times 100 Best UK Companies and the Top 50 Best Workplaces UK which is published annually in the Financial Times Best Workplaces Special Report.