

# The Director's Cut

**As I write this, the live shows of the "X Factor" have just hit our television screens and it has got me thinking about talent, going that extra mile and being recognised for it.**

Recognising and rewarding talented individuals that exceed expectations by going that extra mile is a key part of our strategy. Talented teams working hard together and coming up with great ideas that are effectively implemented creates a successful business. Therefore, we are always trying to find more fun, exciting and creative ways of rewarding our people.

Whilst being out and about visiting various cinemas and talking to people at Chiswick Park, I have had some really interesting conversations about how team members like to be rewarded and recognised. One consistent message that comes across is that in addition to receiving financial incentive payments, other types of rewards such as going to premieres and having pizza lunches or dinners are also appreciated.

Lots of exciting things are already happening across the business and I wanted to take this opportunity to highlight a few of these.

The Training Buddy role plays a critical part in ensuring that new team members are effectively trained and able to do their jobs well. Therefore, one of the recent highlights for me was meeting the Training Buddies that won the award for being the "best Training Buddy" in their area. It was a real pleasure to spend an evening with them at "The Hangover" premiere and to be able to personally thank them for their commitment and involvement in the effective delivery of local training sessions. From their feedback, they thoroughly enjoyed the evening, especially as they got "close and personal" with the stars of the film. You can read more about what they got up to later on in this newsletter.

The Training Buddy awards run twice a year and we are about to start our search for the next group of talented Training Buddies. The winners will once again be rewarded with an invite to come to London (all expenses paid) and attend one of our Vue premieres. I am really looking forward to meeting more of our brilliant Training Buddies.

We are always looking for keen and eager team members who could make great Training Buddies. Therefore, if you have a talent and interest in training and are thinking about becoming a Training Buddy or just curious about what it all means, please make sure you speak to one of the Managers in your cinema. You never know, one day you may find yourself at a premiere, having your picture taken with George Clooney or Angelina Jolie or even Kam Dosanjh!

"Cool Summer" and "May Madness" were an amazing success. It was really great to see how Chiswick Park and the cinema teams came together to successfully get through a very busy and challenging period. Lots of



Chiswick Park team members physically went out to work in cinemas and Trish on reception got involved by delivering the weather on a daily basis as it unfolded. Our very own "talent scout" Kam Dosanjh was also out and about trying to spot talented team members going that extra mile. Those that were spotted doing great things, at both Chiswick Park and cinemas were automatically awarded the prestigious "Star Trek" badge or "Cool Summer" lanyard. As a result, these definitely became the "must have" items during that period of time - well done to those that received one. Overall, everybody came together, worked hard and the financial results speak for themselves.

From recognising talented individuals, we move to recognising good ideas. A few years back "Eureka" was introduced to encourage team members to put forward any ideas they may have that can improve our profits and the way that we currently do business. As you have seen in several issues of this newsletter, we have already rewarded some team members for putting forward their good ideas. Again, well done to those team members who have received these payments, but we want to see a lot more! So, please keep your ideas coming as they seemed to have slowed down recently and we really do want to hear what you think and of course, make more payments. If you are struggling to come up with an idea on your own, why not get together with a group of friends and brainstorm some ideas....it could earn you lots of money!

Finally, I would like to give a mention to the renowned "pizza parties" that take place in the cinemas. This year, Chiswick Park also had a few of their own. Each time we hit a one million attendance

week, lots of pizzas were bought in for everyone at Chiswick. It was a really great opportunity for everyone to get together and not only celebrate our success, but to also have a good gossip with colleagues! So, roll on the next million attendance week.

I hope this provides an interesting snapshot of what is currently going on across the business. We will continue to work on identifying more exciting and relevant ways of rewarding talent and team members that go the extra mile. Without giving too much away, keep an eye out for the exciting incentive plans and rewards that will be coming your way between now and Christmas. Our "talent scouts" will once again be out tracking down individuals who have the "X-Factor" and are going the extra mile - make sure you are one of them...

*Dee Vassili*

