## Iceland Foods Group has become one of the hottest food retailers in the United Kingdom by focusing on employee motivation, skill development, and role perceptions

The frozen food retailer achieved record profits in each of the past seven years and has expanded to more than eight hundred stores with 23000 employees. Iceland foods is consistently ranked as one of the best large organizations to work for in the United Kingdom. Employee turnover is well below the industry average. Forty percent of its workers have been employed with Iceland foods for more than five years.

One of the key drivers of Iceland food's success is employee motivation. A well motivated staff is priceless, says its founder and CEO. that is our secret weapon. Our staff are on fire. They are proud to work for the Iceland foods. Wages are modest. But 95 percent of employees say that they enjoy working there and would recommend the company to others. Employees receive cash prizes, iPads and other perks for going to on the extra mile. Those at the top performing stores also share a bonus. Store managers with the best results are rewarded with free vacations and luxury cars.

Almost all of Iceland foods employees say that they are clear about what is expected of them in their jobs. In addition, 94 percent say that they receive all the training they need to do the job well. Store employees attend numerous short training sessions focused on a single skill, while store managers go through a full management development program. The company also developed the Iceland Driver Academy Program, where drivers for the company's new online shopping service learn to be ambassadors for the service on our customers' doorsteps.

All Iceland food store managers attend annual meeting at which CEO and its executive team imprint the company's vision and values. A few years ago, for instance, all 800 managers were flown to Walt Disney World in Orlando,Florida, where they learned the finer details of one of the company's core values. They exposed their staff to world-class customer service. Says CEO about the 6 million Disney excursion. “If just 10 percent of its transfers back home, it will be worth every penny. ”