



Case Study

Masterfoods

Nexus has worked with Masterfoods (part of the Mars Corporation) in various capacities for many years.

Masterfoods is a premier global company involved in the manufacture and marketing of such well-known products as Pedigree Pal, Whiskas, Excelpet, M&Ms, Snickers, Mars Bars, Dolmio, etc..

Masterfoods takes very seriously the welfare and development of their people. This is a core value of the company and an integral part of its culture. The approach to their people is undoubtedly a very significant component of the Mars success story and explains why it remains a business at the forefront of its market segments. Nexus takes pride in working with a company of this stature and enjoys working with a company where there is such a close alignment in values.

Nexus is involved with the company in a number of ways, including:

- Nexus provides a complete associate assistance program. This program is available to any person in Masterfoods, including family members. Associates may self-refer, or they may be referred by their line manager, the health centre, HR department, or fellow worker. Associates attend for a wide range of personal and work-related issues including relationship difficulties, anxiety, role-over load, role-ambiguity, shift work adjustment, etc..
- Nexus provides a career exploration service which, through a combination of psychological testing and interview, allows associates to explore career options both within and outside the business.
- Nexus provides management coaching which is aligned with organisational objectives and the particular initiatives the company has developed globally. This coaching can cover topics such as leadership, managing upwards, team building, time management, developing work-life balance, and so on.
- Nexus undertakes extensive psychological testing for the business as part of its recruitment process. Masterfoods is now building up a valuable data base of test results which can be used for benchmarking purposes. We not only provide narrative reports, we also debrief the recruiters on the significance of the test results and help integrate the results with other data (eg., interview and references).