

CULTURE · EMPLOYEE EXPERIENCE · KUWAIT · 2025/26

Our recipe for a great culture

 brand.
experiences

 امتيازات
الساير
ALSAYER
FRANCHISING



AL-SAYER FRANCHISING

SECTOR

Food & Beverage Franchise

LOCATION

Kuwait — Middle East

ENGAGEMENT

Sep 2025 — Present

TEAM

Head office + frontline stores

PARTNER

Brand Experiences

TOOLS

mojo · CHI · Culture Playbook

APPROACH

LEAP methodology

AT A GLANCE

Al-Sayer Franchising (ASF) is a growing retail franchise organisation based in Kuwait. As the business grew, leadership recognised that culture and employee experience needed to be more intentional, consistent, and measurable.

+29

ENPS

Strong baseline with clear opportunity

76%

MOJO SCORE

Org-wide motivational health

6

STEP PROCESS

LEAP methodology in action

Brand Experiences were engaged as ASF's culture partner in September 2025. The engagement began with a deep listening phase, before moving through purpose definition, culture tool deployment, and the creation of a practical culture playbook.

MOJO · CULTURE HEALTH INDEX · CULTURE PLAYBOOK · LEAP · TRAIN THE TRAINER

LEAP – our culture methodology

Brand Experiences approaches every engagement with LEAP — deep listening, clear diagnosis, and practical tools for embedding culture into everyday working life.

L

LISTEN

We gather insight through focus groups, surveys, and leadership interviews. Triangulating data ensures findings are grounded before any conclusions are drawn.

E

ENGAGE

We co-create purpose and values with employees and leaders — building genuine ownership of culture from the inside out, not imposing it from the top down.

A

ACT

We deploy practical tools — mojo, culture playbooks, measurement frameworks — that create immediate, visible improvement and give everyone something to act on.

P

PERFORM

We embed continuous improvement through train-the-trainer, benchmarks, and ongoing culture health measurement so change sustains long after the project ends.

Launch campaign

We devised the name 'Our recipe for a great culture' as a deliberate nod to ASF's food and beverage brands — a campaign identity that immediately felt relevant and memorable to everyone across the business.

Branded communications — emails, videos, and town halls — were created to build awareness, encourage engagement, and signal that this initiative had genuine leadership intent behind it.

The launch set the tone: this was not about collecting feedback and filing it away. ASF is listening, and action will follow.

LAUNCH OBJECTIVES

AWARENESS

Build understanding of the initiative across head office and frontline stores.

ENGAGEMENT

Encourage participation and signal that leadership was genuinely committed.

TRUST

Establish that this initiative would lead to visible, meaningful change — not just a survey.

Culture audit

We gathered insight across multiple channels — ensuring findings were triangulated rather than relying on a single data source. In fact, survey scores were at times inconsistent with written comments, confirming the importance of this approach.

150+

Employees in focus groups

8

Leadership interviews

1000+

Survey recipients

3

Research methods

KEY CHALLENGES UNCOVERED

INTERNAL COMMUNICATION GAPS

More consistent, transparent communication needed between head office and stores.

RECOGNITION NOT STRUCTURED OR VISIBLE

Teams wanted structured recognition programmes and more visible appreciation of contribution.

EMPLOYEE VOICE NOT CLOSING THE LOOP

Feedback collected but not always followed through — action must visibly follow listening.

RISING GROWTH AND DEVELOPMENT EXPECTATIONS

Clear desire for career pathways, internal progression, and leadership development opportunities.

Purpose & Values

A critical milestone in ASF's culture journey was defining a new shared purpose and values, so that culture could move from "how things feel" to "how we act." A project group from across the business came together to shape both through a series of workshops.

PURPOSE

Bringing people together through heartfelt hospitality and experiences worth savouring.

FIVE VALUES

DO THE RIGHT THING

PUT PEOPLE FIRST

MAKE IT HAPPEN

ELEVATE THE ENERGY

BRING THE WARMTH

"Being part of the purpose workshops reminded me that culture is built through everyday actions."

Sreeja Sangu
— Operations Manager



Instant Impact

Mojo was introduced not only as a motivator insight tool but also as a continuous improvement mechanism. After each mojo map, employees meet with their manager to discuss results and create action plans.

ROLLOUT TIMELINE



Head office managers & employees on-boarded. Hundreds of mojo improvements started almost immediately.



Store Managers and Assistant Store Managers rolled out across all ASF locations.



Full frontline rollout. Organisation-wide motivational coverage achieved.

“Rolling out mojo has helped us bring clarity to one of the hardest leadership questions: what truly motivates our people.”

Abdulmohsen AlKhatrash
— HR Director



Culture Playbook

To ensure the culture strategy could be embedded — not just launched — Brand Experiences created the ASF Culture Playbook: a practical tool for both leaders and employees.

01

THE STORY

Context and narrative for every employee — why this work was done, what it means for them, and how it connects to the wider ASF culture journey going forward.

02

PURPOSE & VALUES

The new purpose and values as a shared compass — translating cultural intent into clear behavioural language that guides decision-making every day.

03

PRACTICAL GUIDANCE

Clear guidance for delivering each of the eight dimensions of culture. Leaders must role-model; employees must understand and hold each other accountable.

“The ASF culture playbook is our shared North Star — turning our values into daily behaviours.”

Justin Hunter — Marketing Director, Al-Sayer Franchising



Embed and optimise

Culture building must not be a one-off initiative. The initial work created early impact but also set foundations for an ongoing improvement cycle — tracked and improved across eight dimensions.

01

VALUES ALIGNMENT

Aligning daily behaviours to purpose and values.

02

LEADERSHIP & TRUST

Building trust at every level of the organisation.

03

COLLABORATION

Working effectively across teams, functions, and levels.

04

PSYCHOLOGICAL SAFETY

Creating safety for people to speak up and contribute.

05

RECOGNITION

Ensuring people feel valued with timely, visible feedback.

06

EMPLOYEE VOICE

Giving employees a meaningful say in decisions.

07

GROWTH & DEVELOPMENT

Creating clear pathways for learning and progression.

08

WELLBEING & ENERGY

Supporting balance, energy, and the daily experience.

Numbers that matter

76%

MOJO SCORE

Organisation-wide motivational health, with ROI modelling applied.

8

CULTURE DIMENSIONS

Benchmarked, measured, and continuously improved via the Culture Health Index.

+29

ENPS SCORE

Strong baseline with improvement opportunity across each dimension.

185K_{KWD}

PRODUCTIVITY UPSIDE

Estimated annual gain from a 1% improvement in org mojo.

*Based on average industry figures

5

VALUES DEFINED

Do the right thing
Put people first
Make it happen
Elevate the energy
Bring the warmth



Mojo matters because it gets to what drives each person at ASF. When you know what motivates people, and you nurture it, you get more ownership, more energy, and better work — without forcing it.

Brand Experiences and mojo help teams open up and connect. If we learn what motivates us, and we help each other act on it, we become more productive, more engaged, and happier at work.

Joseph Chartouni — Chief Executive Officer, Al-Sayer Franchising

