



GMB

ASDA



GMB LONDON REGION

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GMB YOUR VOICE IN ASDA

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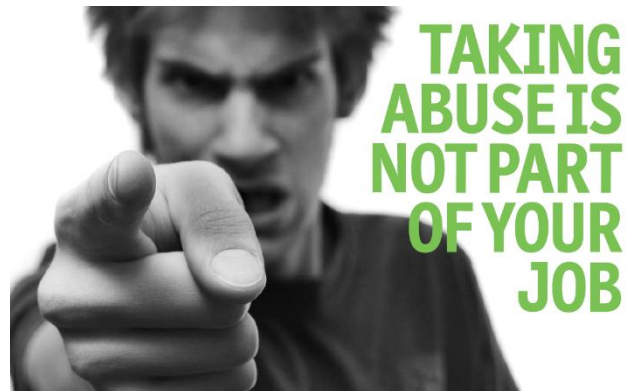
BULLYING CULTURE THROUGHOUT ASDA

Dear Members,

Bullying is something which has been raised within ASDA for many years.

Throughout, ASDA House have consistently spoken the corporate message which is that the company have a zero tolerance for bullying.

ASDA House have also confirmed that all colleagues, from hourly paid to executive directors must ALL abide by policy and core values.



It is therefore hypocritical for some of ASDA's Senior Directors, to feel it is OK, to be bullying GSM's (General Store Managers) and other colleagues within the business. This has been reported to GMB London Region by several GSM's and many examples have been provided.

GMB London Region have seen an increase of bullying within ASDA senior management and feel this is likely due to financial pressures being put upon ASDA, within upper management to clear the debts of the ISSA brothers.

THE ZERO TOLERANCE FOR BULLYING INCLUDES SENIOR DIRECTORS JUST THE SAME AS IT INCLUDES HOURLY PAID COLLEAGUES!

Threats to a GSM's job, making a GSM weep on the shop floor, humiliating a GSM in front of others, forcing a GSM to achieve the unachievable, putting a GSM onto Performance Management purely to stop them going off sick and telling GSM's to breach H&S and policy to achieve the Senior Directors targets is **BULLYING** and **MUST STOP**.

BULLYING IS A SIGN OF WEAKNESS AND AN INEFFICIENT MANAGER!

Those who are or have been subjected to this behaviour need to speak up. You do not go to work to be bullied by some weak and inefficient manager.

Speak to GMB London Region in confidence. Contact our office directly at 01603 626492, or visit our GMB Members' Support Centre confidentially at www.gmb-asda.com/support

GMB Asda London Region

For assistance visit the GMB Members Support Centre
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