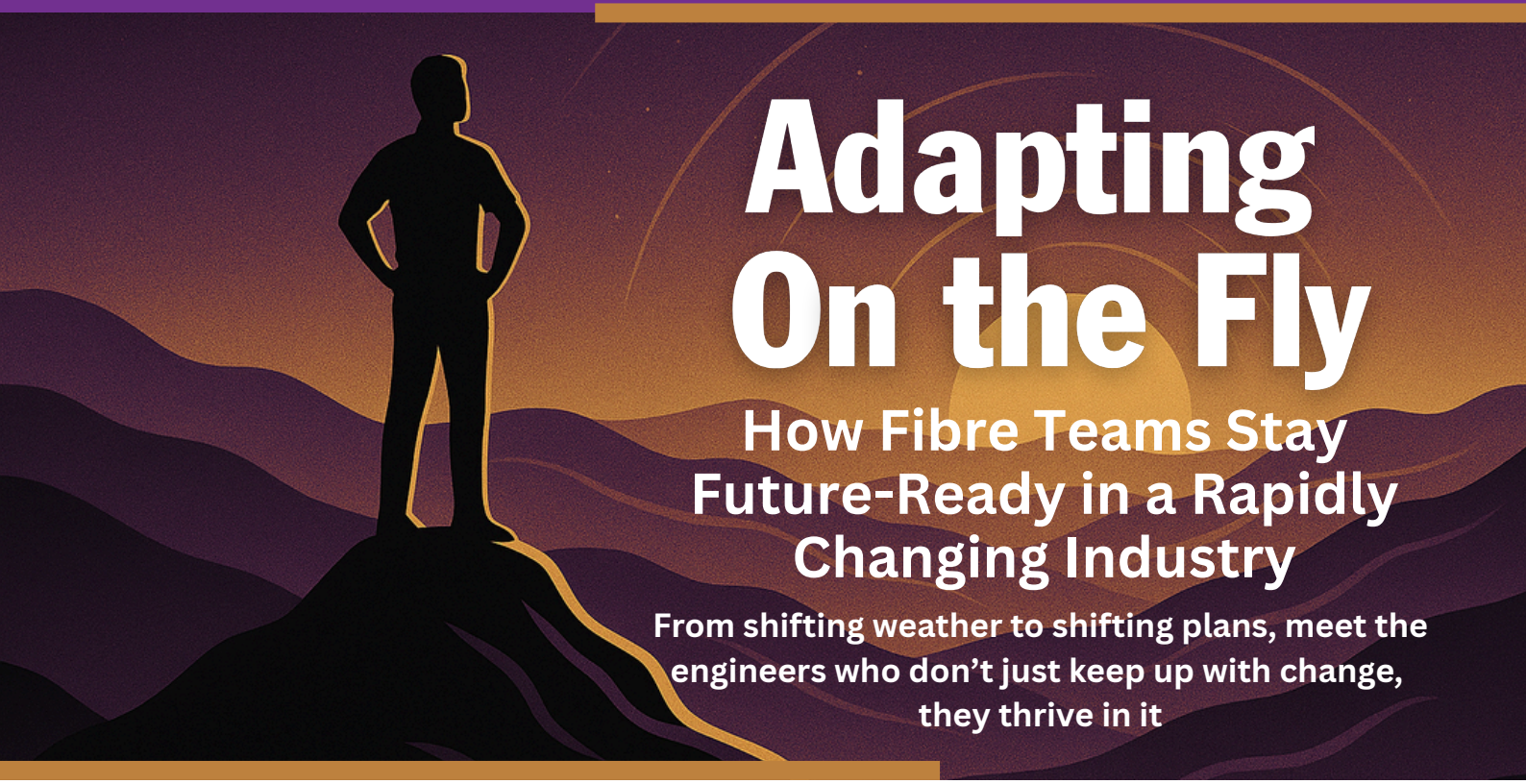
nano UK FIBRE
nanofibre.co.uk
03300 432088

Leading the way

An update from Management

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Adapting On the Fly

How Fibre Teams Stay Future-Ready in a Rapidly Changing Industry

From shifting weather to shifting plans, meet the engineers who don't just keep up with change, they thrive in it

At Nano Fibre UK, **ADAPTABILITY** isn't just an abstract concept or a motivational poster; it's a **daily practice** that informs how we build, lead, and grow. The quiet skill **enables quick decision-making, which is why our teams thrive under pressure**. From the driver's seat of a van to the top of a pole, adaptability is the practical muscle we engage when things don't go as planned, which happens quite often.

This value manifests in numerous ways: engineers rearranging entire schedules by 8 am, managers calmly redirecting resources during installations, and teams coming together to address unexpected site conditions with a shared purpose. **Our crews don't flinch when faced with last-minute curveballs—they flex, working together to deliver seamless service no matter what the day throws at them**.

The impact of this adaptability **extends far beyond the worksite. We ensure our service is reliable and resilient by fostering a culture that rewards initiative and encourages quick thinking**. Customers may never notice the countless minor adjustments behind the scenes, but they certainly **feel the result**s in every smooth, on-time delivery.

In an industry where **change is the only constant, adaptability keeps us grounded while enabling progress. It transforms good teams into great ones and excellent service into something ready for the future**.

Kind Regards

Wilhelm & Dirk

By the time the rest of us are brewing our first cup of coffee, the fibre teams at Nano Fibre UK are already on their second site visit, checking the weather, discussing safety protocols, and adjusting the day's plans based on which engineers are out sick with the flu and which roads have unexpectedly turned into mud baths overnight.

Welcome to the ever-changing world of fibre installation. In this field, adaptability isn't just a desirable trait—it's essential for keeping the entire operation running smoothly. And if you think that's an exaggeration, try getting a pole climbed safely in 40 mph winds while a demanding customer insists that the cable must go exactly in that spot.

We sat down with two installation managers, Ashley Woodcock and Adam Winning, to gain insight into how their teams stay ahead, not just of the weather but also of the competition, industry changes, and performance goals.



Ready for Anything, Rolling with Purpose

From shifting plans to shifting gears, our engineers embody adaptability every mile of the way, driving the values that keep Nano Fibre future-ready and customer-focused.

Controlled Chaos: Turning Unpredictability into a Plan

Let's begin with a classic British conversation topic: the weather. Ashley, known for his calm demeanour, explains how strong winds can disrupt even the most well-planned days. "You can schedule capacity, assign jobs, and even plan tea breaks. But you can't control the weather. In our industry, wind is a safety hazard, plain and simple."

Adaptation involves strategically pairing engineers with wind-speed measuring devices (affectionately called 'anemometers') and maintaining clear communication. "We don't spring surprises on people. We keep everyone informed so that they feel involved in the solution."

Adam's interpretation of unpredictability comes in the form of unexpected staff absences. "On Monday, I had to restructure five teams before 8:30 a.m. It felt like playing Tetris with people." The outcome? There were no missed installations, just plenty of coffee and a demonstration of strong teamwork.

Challenging Sites, Creative Solutions

When discussing the most demanding installation environments, Adam recalls a challenging fibre installation in a busy shop near a school, where students constantly came in. "We had to set up barriers everywhere. Public safety comes first, always."

Ashley offers a different perspective, highlighting that sometimes the challenge lies not in the environment but in the individual. "We've had engineers who have never used a power tool before joining our team. The real challenge is helping them overcome the moment when they think, ‘I can’t do this.’" The solution? Specialist support teams view each 'UTI'—Unable to Install, as a training opportunity rather than a failure.

In both accounts, the invaluable skill of adaptability emerges, evident in problem-solving, proactive mentorship, and team resilience.

Keeping Calm, Carrying On—and Communicating Constantly

As Ashley explains, adaptability goes beyond the physical; it also encompasses emotional aspects. Illness, delays, and personal struggles can affect team dynamics. However, clarity and inclusiveness serve as their protection. "We explain the reasoning behind everything. People are willing to do extra work when they feel informed and valued."

Adam agrees, stating, "We don't stress in the morning, we reassess at noon. A lot can change between 8 AM and 12 PM."

This calm demeanour is not passive; it is intentionally developed. "The engineers look up to us. If we're stressed, they become stressed. Therefore, we must set the right tone."

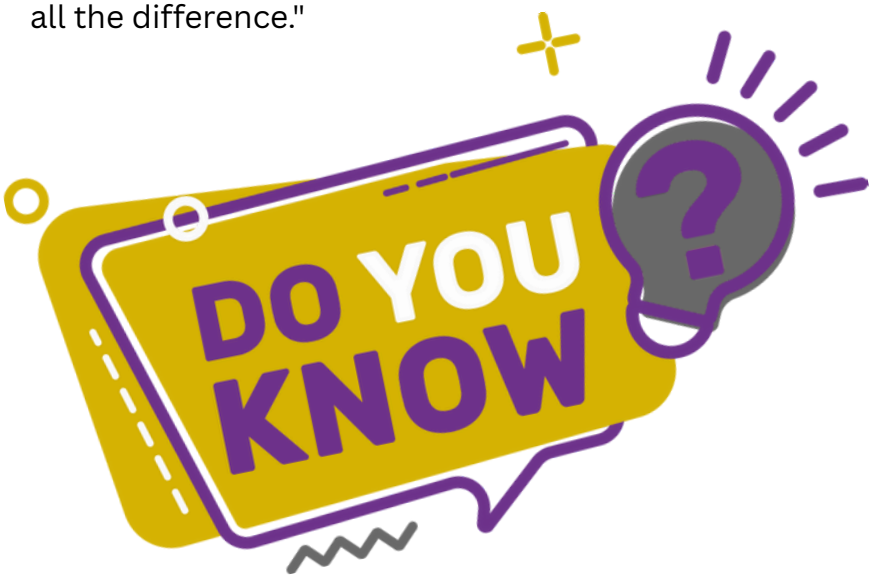
Tools of the Trade: Safety, Systems, and Staying Ahead

In a high-risk job, innovation is essential for survival. Ashley outlines several safety enhancements, such as TETRA systems, designed to prevent ladder falls; endoscope cameras that allow workers to look inside walls before drilling; and the Stay Safe app, a digital lifeline with features like fall detection and a panic button.

"Ultimately," she says, "this is about ensuring that no one ever receives that call saying someone isn't coming home."

Adam discusses the technological advancements that have transformed their daily operations. "We used to rely on cumbersome spreadsheets. Now we use one system with a single interface, everything tracked in real-time."

However, it's not just about technology; it's also about people. "We select the right supervisors, those who don't just react but also anticipate issues," Adam explains. "That shift in mindset makes all the difference."



A fibre install can be delayed by anything from nesting birds to surprise birthday parties—true story. That's why fibre teams are trained to expect the unexpected and solve problems with a smile (and sometimes a balloon or two). It's not just about laying lines—it's about thinking on your feet, come rain, wind, or cake.

Training as a Mindset, Not a Moment

Ashley's journey from an office worker with no experience using power tools to becoming an installation manager in just two years is a testament to the culture at Nano Fibre. "Be a sponge," he advises. "Soak up the training. Ask why, not just how."

He underlines that training is not just a checklist exercise. From onboarding to weekly toolbox talks, staying aligned with CP08s (the operational guide for pole safety) is a continuous improvement process.

Adam echoes this sentiment. "Toolbox talks address everyday issues—drilling, tracing, and cable rerouting—things that we actually encounter. And since contractors frequently change specifications, we need to remain adaptable."

Their teams are encouraged to raise their hands, challenge protocols, and actively contribute to the training discussions, ensuring the training remains dynamic rather than didactic.

Culture Club: Professionalism Meets Passion

To understand what being future-ready means at Nano Fibre, focus on the tone rather than just the tools.

Adam emphasizes team pride: "I motivate my team because their success leads to my success. It's contagious."

Ashley highlights the importance of transparency: "You can't just say ‘do this’ without explaining why. When engineers understand how their work contributes to the company’s success, they adapt more quickly and effectively."

At Nano Fibre, leadership isn't a top-down approach; it's about setting a positive example. Adam asserts, "If I remain professional and engaged, my team will follow my lead."



These vans don’t just carry tools—they carry a culture. Every vehicle represents a team that adapts, communicates, and leads with pride, proving that professionalism and passion drive us forward, together.

The Road Ahead: Anticipation Over Reaction

What changes are on the horizon? "Volume," Ashley states confidently. "Fibre is still in its early stages in the UK. The moment people realise it's faster and more reliable - boom! It will explode!."

He is already considering scalability. "We don't wait for the boom; we build the team before it arrives."

Adam is looking even further ahead. "Installations will eventually level off. The future lies in service teams and maintenance. We will focus on keeping networks operational, not just building them."

This represents a significant and nuanced transition from expansion to sustainability.

Parting Words: Be a Sponge

Ashley and Adam reference the same metaphor when asked what advice they would give new engineers: "Be a sponge. Absorb, adapt, and never stop learning."

This mindset forms the essential foundation that keeps everything connected in a field where no two days are alike, and no two installations are the same.

While Nano Fibre UK may lay the lines, the adaptable people on the ground truly ensure we are prepared for the future.

Conclusion: Adaptability in Action

At Nano Fibre UK, adaptability is not limited to one department, challenge, or moment. It is a continuous thread woven through our people, processes, and purpose. From installation managers to recruits, everyone contributes to our ability to respond to changes with clarity, capability, and confidence.

As technology evolves and demand increases, the teams that adapt with agility will lead the industry rather than follow it. This is why fostering adaptability is not only innovative but also strategic. Whether scaling up, changing plans mid-day, or implementing new training tools, our strength lies in our capacity to shift without losing momentum.

Ultimately, it's not just about how quickly we lay fibre but how swiftly we respond, rethink, and rise to every challenge. This ability to adapt is what truly makes us future-ready.

We would love to hear how you have adapted to your role, whether it's a moment of quick thinking or a significant change that helped your team succeed. Please share your story with the editorial team (buzzbox@nanofibre.co.uk).
Your insights contribute to shaping our shared culture of learning and leadership.