THE PEOPLE ADVANTAGE



The people advantage:

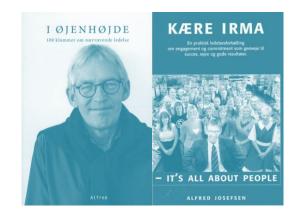
EVERYBODY CAN COPY WHAT YOUR COMPANY DO,
BUT NO ONE CAN COPY YOU





85% OF THE WORLDS WORKFORCE IS NOT ENGAGED OR ACTIVELY DIS-ENGAGED IN THEIR WORK Gallup.









IT'S ALL ABOUT **PEOPLE**

ALFRED JOSEFSEN, FORMER CEO IRMA

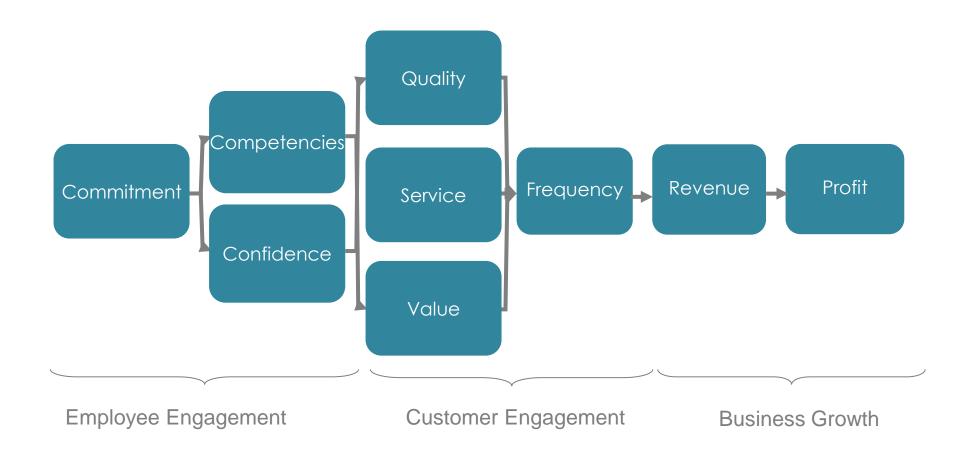
WE ARE NOT A HAMBURGER
BUSINESS SERVING PEOPLE, WE
ARE A **PEOPLE BUSINESS**SERVING HAMBURGERS.

RAY KROC, FOUNDER McDONALD'S

MENSCHLICHKEIT IS OUR CORE VALUE

ALEXANDER KNAUF, OWNER KNAUF

A GOOD PEOPLE BUSINESS ...



APPROACH & KEY TOOLS TO TURNAROUND & BUSINESS GROWTH

SUSTAINABLE PURPOSE & BUSINESS MODEL

-> The tipping point & snowball effect

CUSTOMER ENGAGEMENT

Customer Centricity
Framework

Branding & Commercial Excellence Frameworks

BUSINESS GROWTH & MOMENTUM

Continuous Improvement Culture Framework

EMPLOYEE ENGAGEMENT

Employee Engagement Framework

Employee Journey Framework

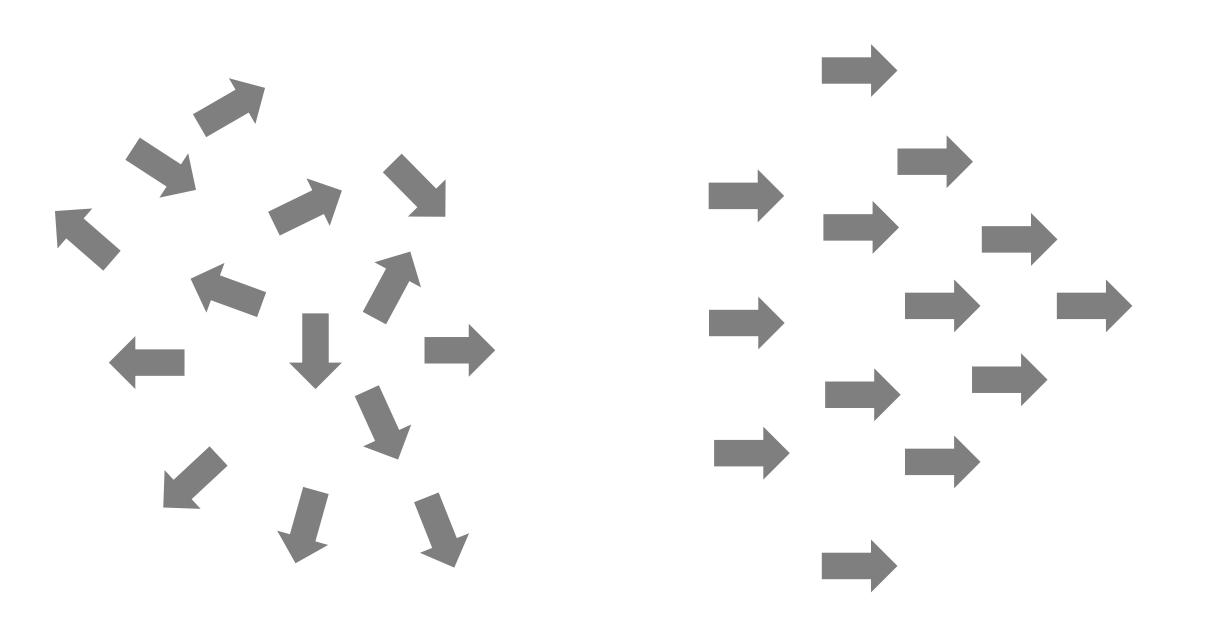
ENABLERS: DATA/KPI's & DIGITAL

THE VITAL FEW KPI's: OUR 'SPEEDOMETER'



MEANING - A IMPORTANT PURPOSE IN WHAT WE DO IS THE MOST INFLUENTIAL FACTOR WHEN IS COMES TO ENGAGEMENT & HAPPINESS AT WORK.

God Arbejdslyst Indeks. Institut for Lykkeforskning. Gallup.



A PURPOSE WITH A GREATER PURPOSE

SUSTAINABLE GEALS DEVELOPMENT GEALS





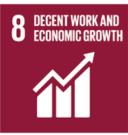
























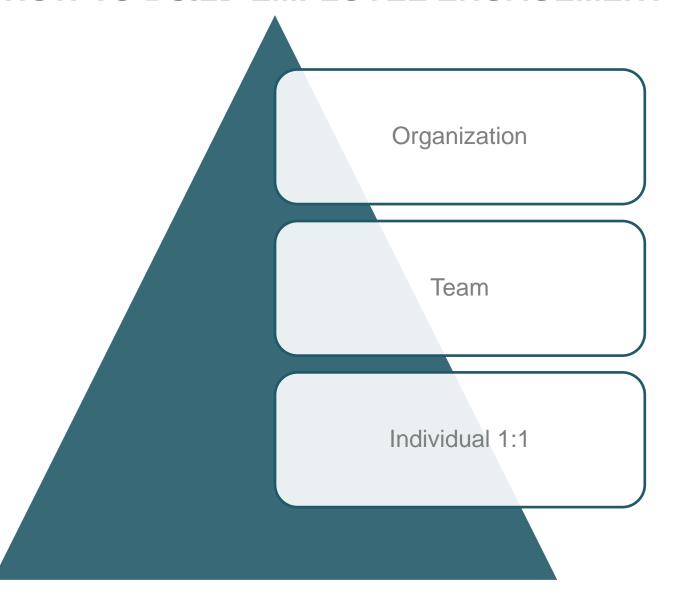








HOW TO BUILD EMPLOYEE ENGAGEMENT – TARGETING ALL LEVELS



Meaning/Purpose/Value Proposition

Listening process & action

Dialogue & Relationship
Building / Solve Pain Points

SUCCESS INGREDIENT:

Constant structured communication on progress & improvements.

FIND YOUR KEY ENGAGEMENT DRIVERS & BE CONSISTENT!

FRIENDS





- 1.How many grams onions are there in
- 2 What are the 5 vit. ingredients when serving good moments?
- A Charles



FREEDOM









FUTURE









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ENABLERS: DIGITAL & DATA



JOURNEY TO A CUSTOMER FOCUSED CULTURE





Instant feedback from customers Job ads

Job descriptions

VITAL INGREDIENTS 360 APPROACH

Customer Care Program Experience of the future



Hire the vital ingredients

Performance Assessment

> Training/ Education

Orientation/ Onboarding

Mette Hybschmann

