



# CASE STUDY.

## THE POWER OF LEADERSHIP IN TRANSFORMING AN ORGANISATION.

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Starting a movement within an organization  
with the right leadership skills

## GOAL.

**Transformation from a product-oriented to a service-oriented organization.** Kuiken wanted to transform the organization from product and transaction-oriented to a full-service organization. At the same time, the business was making a bold move from a family-owned and operated business to private equity-owned with the corresponding rational assessment of production figures.

Employees were not onboard and were resisting the change required to make the transformation a success and to move forward with the new strategy.

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## APPROACH.

A customized program was developed for 120 people. The ambition for the business was made clear through individual intakes, a personal assessment and a series of group sessions focused on the vision and objectives of the organization.

The program focused on confrontation with wanting to, being able to and having to go along with the change. The focus was on gaining commitment and providing support for those who were onboard for the future.

1. Confront with the challenge
  2. Provide support to make the change
  3. Realize the transformation
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## RESULTS.

80% successfully navigated the change to fulfill their new role.  
20% dropped out and found another job.

## CUSTOMIZED PROGRAM DESIGNED FOR RESULTS.

- A combination of physical and mental challenges
- Support in the daily work environment through on-the-job coaching
- A 30-60-90 day action plan to get moving and make an impact
- Goal, Focus, Commitment themes to constantly focus on the ambition and the desire to be part of the solution

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## CRITICAL SUCCESS FACTORS.

### **Organisational changes**

The organization is aligned with the management strategy and ambition.

### **Tools and tactics**

Managers have received a number of tools and methodologies to guide their practice.

### **Measureable results**

Service technicians work with service level agreements.

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## ABOUT EARLYBRIDGE.

**EarlyBridge** sets organizations in motion. We build bridges between people, between leaders and their teams. Because results start with people. EarlyBridge develops and implements leadership and team development programs. We help organizations, teams and individuals break out of ineffective patterns and break through to new levels of performance. Through a combination of advice, training, and coaching, we translate strategy into action through a combination of theory and practice to contribute to sustainable behavior change.