

Case study Jungheinrich Hellas 2022



FRUIT4GROWTH
leadership development

 **JUNGHEINRICH**

The logo icon for Jungheinrich, a red upward-pointing arrow.

NEWS[®]
Navigating
In Times
Of Change

The logo for NEWS, with 'N' in red, 'E' in yellow, 'W' in blue, and 'S' in green.



Jungheinrich Hellas leveraged the N.E.W.S.® Team Navigation strategic process in order to succeed in their leadership transformation. They transformed their Management Team into a more resilient and growth-minded whole, that skyrocketed its turnover and profits, increased their market share, and gained valuable distinctions for the first time ever.

The N.E.W.S.® Team Navigation solution enabled the Jungheinrich Hellas Management Team to nurture constructive beliefs and foster practices of inclusion, developing their strategic vision as a team, and working together for results.

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“Our decision to cooperate with Fruit4Growth and to follow the N.E.W.S.® Team Navigation solution has leveraged on our potential and brought us to unprecedented high-level results, quantitatively as well as qualitatively.

The management team became more strategic and leadership oriented, while at the same time creating the new set of values, which will keep on leading us to every new adventure. Our Sales unit received, for the first time ever, significant internal corporate distinctions.

I highly recommend that you follow the direction the “Compass” is indicating; you can’t lose. Thank you Fruit4Growth and N.E.W.S.®

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Elena Hallona
Managing Director at Jungheinrich Hellas



The need

“Our business, like every business in the last couple of years, was facing great disruptions. Our management team went through several changes. A part of these changes was new, with a certain degree of “knowledge”, Part of what needed to be shifted had been there for many years. Flexibility levels needed to rise.

We aimed to strengthen the growth mindset. here was a need to have a stronger "creator's mentality" in the face of disruption and challenges.

We had to energize the positive elements of the culture of the team and make a strong effort to foster positivity and collaboration throughout the company.

At the same time, we had a new strategy in our hands, so we needed fast results. We needed to become one team and become able to see the bigger picture.

Everyone had to appreciate what each one of us brought to the team and realize that this was what made the difference, and that this would lead us to success.



The process

The way we offered a real added value was through the process itself.

- We created a simply facilitated pathway, in which everything came from within, and nothing was imposed on the team by external advisors.
- Each member of the management team was interviewed, so that very early on everyone realized their voice was being heard.
- We designed our strategy together, by looking at the big picture, which was also created by us. This way, we started looking outside the box, and we discovered the “why not” that is holding us back from seeing that WE can do this! WE! US!
- While we were creating our strategy, and defining our direction and vision, we figured out what was standing in our way, and we created ways to overcome the obstacles and build the foundation of our culture.
- The strategic process offered by N.E.W.S.® and the checkpoint meetings gave an easy-to-follow structure that did not leave any room for anyone to lose their way. From day one, everyone had a voice, and that voice was important. This gave visibility to all team members and made them vocal.



The solution

“I had the privilege of meeting the Fruit4Growth team, Marina and Lilian, through a mutual LinkedIn connection. At the time I was looking at several potential suppliers who could help me with the challenges we were facing.

To build a resilient team, ready to collaborate, to work as one and to achieve great results. We did have a long-term regional Strategy, but we needed a structured way to not only connect to it and cascade it downwards to the whole organisation, and also to encourage interdepartmental collaboration and cultivate strong bonds.

Fruit4Growth had a turnkey solution: the N.E.W.S.® Team Navigation methodology.

A very structured process for us to identify our direction, the reasons why we do what we do, what might be stopping us, and ways to overcome any obstacles; while at the same time being in alignment as a team and with our strategy.



The results

The numbers: significant market share increase and double digit growth in turnover and profits!

The quality of collaboration: far better collaboration between departments, defined and clear strategic direction for all, communication, and trust on a high level. creativity levels have improved.

The strategic direction is driven by the management team’s passion and common vision of being customer centric. At the same time, it focuses on remaining profitable in a healthy way, on being innovative, and on creating added value in everything we do.

The awards: global and domestic distinctions. The culmination of the effort were two valuable distinctions in the global organization. The Greek unit received for the first time:

- The 2021 Global Sales Team Award - 2nd place Small Sales Units.
- The 2021 After Sales Team Award - 3rd place Small Sales units.

The company considers their culture to be top priority. In this way they also earned the Great Place to Work® Certification!

