

# UCGG UNITED



## THE WHAT

Leadership journey to create unity within the company and prepare for future challenges. To ensure that Ubbink Centrotherm Group's (UCG) future proof purpose is felt and lived throughout all layers of the organisation.

## THE WHY

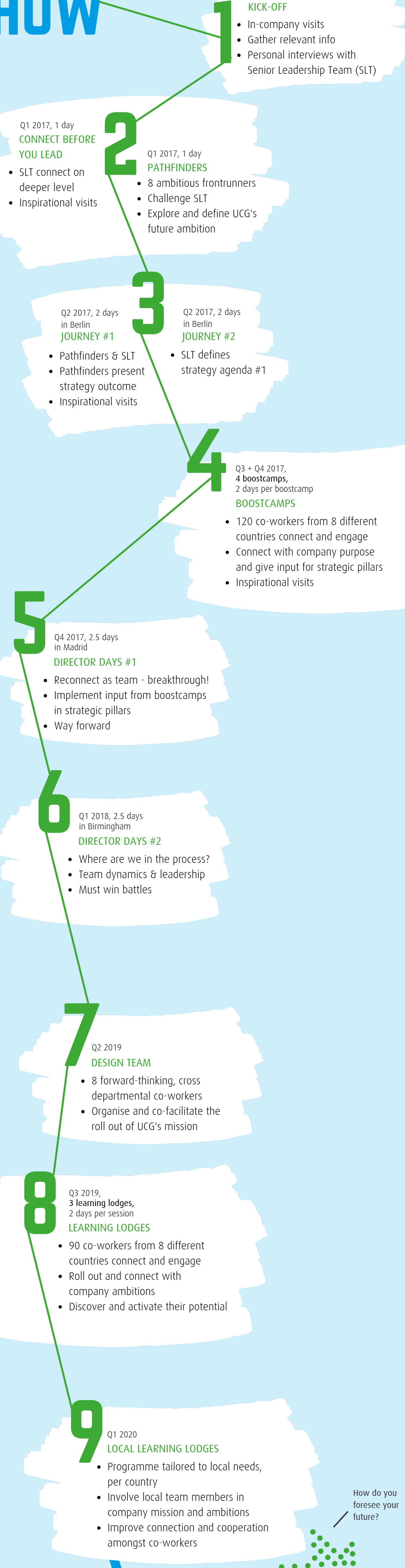
**WE ARE UCG**

**TO UNITE**  
Ensure leaders and co-workers across 8 countries play as one team, and are prepared to tackle future challenges.

**TEAM**  
Country managers join forces and act collectively.

**FUTURE PROOF**  
Make sure UCG continues to exist for years to come.

## THE HOW



How do you foresee your future?

## THE IMPACT



**CULTURAL SHIFT**  
Kick-started a culture shift within the organisation. Employees are aware of the United programme.



**HIGHER EFFICIENCY**  
Better connection and effective working habits between international offices. Resulted in higher efficiency.



**CONNECTION**  
Management Direction & Board connected on a deeper level. More personal and professional understanding.



**DIRECTION**  
Clear direction to become a future proof organisation. The result: three posters that are used across the board to communicate UCG's purpose and ambitions.



**FUTURE PROOF**  
Increased awareness and first steps taken towards becoming a future proof organisation.

