UCG UNITED

ubbink
better future

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

1 Q4 2016
KICK-OFF
- In-company visits
- Gather relevant info
- Personal interviews with Senior Leadership Team (SLT)

2 Q1 2017, 1 day
CONNECT BEFORE YOU LEAD
- SLT connect on deeper level
- Inspirational visits

Q1 2017, 1 day
PATHFINDERS
- 8 ambitious frontrunners
- Challenge SLT
- Explore and define UCG's future ambition

3 Q2 2017, 2 days in Berlin
JOURNEY #1
- Pathfinders & SLT
- Pathfinders present strategy outcome
- Inspirational visits

Q2 2017, 2 days in Berlin
JOURNEY #2
- SLT defines strategy agenda #1

4 Q3 + Q4 2017, **4 boostcamps,** 2 days per boostcamp
BOOSTCAMPS
- 120 co-workers from 8 different countries connect and engage
- Connect with company purpose and give input for strategic pillars
- Inspirational visits

5 Q4 2017, 2.5 days in Madrid
DIRECTOR DAYS #1
- Reconnect as team - breakthrough!
- Implement input from boostcamps in strategic pillars
- Way forward

6 Q1 2018, 2.5 days in Birmingham
DIRECTOR DAYS #2
- Where are we in the process?
- Team dynamics & leadership
- Must win battles

7 Q2 2019
DESIGN TEAM
- 8 forward-thinking, cross departmental co-workers
- Organise and co-facilitate the roll out of UCG's mission

8 Q3 2019, **3 learning lodges,** 2 days per session
LEARNING LODGES
- 90 co-workers from 8 different countries connect and engage
- Roll out and connect with company ambitions
- Discover and activate their potential

9 Q1 2020
LOCAL LEARNING LODGES
- Programme tailored to local needs, per country
- Involve local team members in company mission and ambitions
- Improve connection and cooperation amongst co-workers

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.

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