

Intratuin:

Achieving Results Together by Developing Culture and Leadership



Challenge

In recent years, the management team at Intratuin has faced several challenges. To start with, the various departments were operating too much as silos. This was reinforced during the Covid period when there were too few possibilities to strengthen interconnection and synergy. Not to mention the many new arrivals during that time. Next, several big projects came under pressure. And finally, there was the ambition to implement a stronger HR policy and focus more on management development.

The organization started looking for a supplier that could support strengthening interconnection,

culture, and leadership.

Three parties were approached, with FranklinCovey soon emerging as the obvious choice. 'FranklinCovey is number one when it comes to leadership,' says Marjon Huijssoon, HR manager. She adds: 'In terms of content, there was a good match, and we immediately got on well with the advisor and the consultant.'

Solution

The basis for the collaboration between Intratuin and FranklinCovey is the FranklinCovey All Access Pass® for all participants: the MT and the line managers.

Together with FranklinCovey, the



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following learning journey was developed:

- A joint kick-off with the MT and the line managers with *The 7 Habits of Highly Effective People*®.
- The development of the MT based on *The 4 Essential Roles of Leadership*®.
- The development of the line managers based on *The 6 Critical Practices for Leading a Team*™.
- And in 2023, various theme days are being organized on subjects like feedback and the leadership profile.

The learning journey and the workshop days came about through co-creation and extensive preparation. 'The standard FranklinCovey programs perfectly fit what we wanted and needed,' says Marjon.

Results

The impact of the program is visible and tangible in daily practice. Interconnection, both horizontal and vertical, has been strengthened, and trust has grown. People know and understand each other better, so they contact each other more quickly and find solutions for daily challenges. Furthermore, a shared language emerged, for example, for setting priorities. Marjon says: 'We use the Time Matrix and talk about Q1s (extinguishing fires) and Q2s (long-term priorities). There was increased awareness about our own leadership, and everyone was given the tools to start working on that.'

The participants also became stronger as leaders, and there are now guidelines against which they can mirror themselves and practice. For example, during the learning journey, they drafted a culture statement describing what the desired culture should look like. That clarifies purpose and provides a mirror to check the extent to which they are setting a good example.

The Intratuin CEO, Peter Paul Kleinbussink, emphasizes that the managers worked on this together. 'The fact that we developed this program together made a huge difference. I'd always advise other companies to do the same.'

He also mentions the importance of the consultant. 'The FranklinCovey consultant (Erik van Nieuwpoort) understood what was required, was willing to confront us, and was flexible without losing the structure.'

About

Intratuin stands for green. Since their foundation in 1980, they have been striving to bring people closer to a green, natural way of life. Professional skills, knowledge, and inspiration are key here. Every day, they tell their visitors about the possibilities of a healthy, green environment and inspire them with ideas for inside and outside.

This way, they want to make the Netherlands, Belgium, and Germany greener and seriously contribute to nature conservation.



Industry

Retail, Franchise retail chain

Number of Employees

3,300

Opportunity

The organisation was looking for a supplier to help strengthen interconnection, culture and leadership. The partnership with FranklinCovey ensured that interconnection, both horizontal and vertical, was strengthened and that trust grew. People know and understand each other better, so they contact each other more quickly and find solutions for daily challenges.

Solution

- All Access Pass®
- The 7 Habits of Highly Effective People®
- The 4 Essential Roles of Leadership®
- The 6 Critical Practices for Leading a Team™



The FranklinCovey All Access Pass® helps you get the most value out of your L&D investment by providing access to content and technology, as well as a deep bench of experts to design and deliver a unique learning experience tailored to your organization's needs.

For more information, please contact FranklinCovey at info@franklincovey-benelux.com.

