



Challenge

How do we grow as a company by helping employees invest their time, attention, and energy more effectively? Peter Caljé, founder and holding director of STONE, says: “We wanted to move forward and were looking for a common language to enable our growth. A language that helps us address and understand each other. We realized that we could work more effectively and efficiently. Employees were too busy with the ‘gravel’ and too little with the ‘Big Rocks’; in other words: they focused too much on side issues and not enough on the essentials. In addition, it was often everyone for themselves. We also wanted to invest more in the vitality of our people. We were looking for a partner who aligned with our values, our leadership philosophy and could support us with this. We chose FranklinCovey because of the trust in Jeroen van der Woude (client partner), the trainers and the framework of

‘The 5 Choices to Extraordinary Productivity!’.”

Solutions

The foundation for the partnership is the FranklinCovey All Access Pass. Subsequently, the following learning paths were designed and implemented:

- ‘The 5 Choices to Extraordinary Productivity’, an integral part of the curriculum
- Team Coaching
- ‘The 7 Habits of Highly Effective People.’

Results

“It’s no coincidence that since we’ve been doing this, the organization has grown naturally,” Peter says. “We grew by 60% both in 2021 and 2022. That growth came into slightly calmer waters in 2023, but the growth of our



“The programs help to build a common language and raise awareness.”

- Peter Caljé, Founder and Holding director

people continued. In this context, paying attention to people is essential. The programs help to build a common language, raise awareness, and pay attention to the most important priorities: the big rocks. In the past, it was mainly everyone for themselves; now, we do it much more together in a way that we also understand each other. In a way where we can also help each other. We now have the same goals in mind and we are much better in holding each other accountable based on the same frameworks.”

The interventions have also had a significant impact on Peter himself. “The 7 Habits helped me make the choice to take a step back and put Luuk forward as Managing Director and successor. By thinking about my ‘end in mind’ and applying ‘think win-win’, it was a logical choice for me.”

Since 1 July 2023, Luuk van Sluisveld has been the Managing Director of STONE. Luuk and Peter talk about their leadership philosophy. “We want to motivate people, not enforce performance.” The latter can be done in the short term, but then you won’t be successful in the long term,” says Peter. “We want to enable people to give the best of themselves, and we want to support that as management, for example, with these programs,” says Luuk.

“Every team has different needs,” says Luuk. “The use of team coaching has helped to establish a foundation for our growth and helped create a benchmark for teamreflecting.” The teams started creating a culture statement, which describes how the team wants to work together and achieve results together. “Later on tensions reached a breaking point in one of the teams, as happens when people work together. At that point, we could refer to our culture statement, which proved highly valuable. Team coaching also brought unpleasant issues to the surface. Things that used to be invisible to an employee or us as

MT are now on the surface, so we can do something about it. In this process, the skilled trainers really made a big difference.”

The organization’s mutual trust has grown due to the processes. Peter shares an example from one of their young employees. “She shared a very personal and vulnerable story about her struggles with the rest of the team, which was very impressive.” The impact is also visible on a daily basis in the way teams and employees organize themselves.” In the past, we were mainly caught up in the daily grind; now, we have designated times when we step out of that grind and address the Big Rocks”, Luuk says. Peter sees the impact reflected in the way they work together. “Habit 6 [create synergy] pushes us to innovate, stay away from compromise, and keep renewing yourself.”

Peter also has two pieces of advice for other organizations. “You can have people follow a training somewhere individually, but we prefer to do it collectively. Then you can really build something together.” He also emphasizes the importance of a long-term approach. “Make it a journey, not a stand-alone intervention. This is a long-term process, only then you have lasting results.”

About STONE

STONE mediates and advises in the disciplines of Finance & Business Control, HR, IT & Agile, Public and Technology. Their services vary from the mediation of an independent Interim Manager or Professional to Consultancy and the setting up of complete projects within these disciplines.



“We want to enable people to give the best of themselves, and we want to support that as management.”

- Luuk van Sluisveld, Managing Director



Website

www.stone.nl

Industry

Personnel mediation: Interim and secondment

Number of employees:

indirect 42, direct (with the clients) 320

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How do we grow as a company by helping employees invest their time, attention, and energy more effectively?

Solution

- All Access Pass®
- ‘The 5 Choices to Extraordinary Productivity’
- Team Coaching
- ‘The 7 Habits of Highly Effective People.’



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

