WORK EXAMPLE · PEOPLE MANAGEMENT

Change Management

ATHENIAN BREWERY (HEINEKEN)

CLIENT	ORGANISATION	SCOPE
The leading beverages company in Greece, with over 60% market share	Profit · Athens	100+ Supply Chain managers · 2-day Forum

THE CHALLENGE

ATHENIAN BREWERY required support in implementing a change programme, to further develop the 100+ member management team of its Supply Chain (SC), facilitate the alignment of activities and nurture cooperation.

THE SOLUTION

In cooperation with the SC Director and the HR Director, we designed a 2-day SC Forum, based on the 4P Model of Change, the development of an SC Vision and the establishment of pre-Forum working groups.

The Forum included external speeches, team-building activities, workshop presentations and perception surveys, in a carefully designed pyramid structure.

This interactive Forum helped participants improve their HR skills, cooperate better and align activities to achieve the SC Vision.

100+
Supply Chain managers

2 days
Supply Chain Forum

4P
Model of Change