



LEADING INTO THE FUTURE TOGETHER

HOW HAGER GROUP UNIFIED ITS LEADERSHIP CULTURE
TO TRANSFORM ITS BUSINESS

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Executive summary

Leading Into the Future – or LIFT – is a transformative leadership learning journey, created in a partnership between Hager Group and Vlerick Business School.

In 2017, Hager Group’s business model was vulnerable to price erosion. And because it had grown through acquisition, leadership culture was not always unified. LIFT was born of an ambition to embed a new leadership culture in all Hager Group’s regions – that would have the entrepreneurial spirit, tools and confidence to deliver the company’s strategy.

Vlerick Business School was called on to create a learning journey that would result in completely fresh ways of thinking and working, driven by a one-company leadership culture with a laser focus on customers.

The result was a hybrid learning journey that focused on the four pillars of Hager Group’s existing Leadership Framework.

From 2017 to 2021, 400 senior managers went on the deeply-transformational LIFT journey.

Impact was measured in participant surveys, return on learn surveys and Net Promoter Score (NPS). The results were impressive and wide-ranging. The LIFT programme has been instrumental in establishing the One Hager leadership culture – and customer feedback is overwhelmingly positive. Indeed, more than 75% of the organisation’s senior leaders said they observed ‘noticeable and distinguishable changes in leadership behaviour’ one year after participants completed the programme.

This is the story of LIFT – how it was developed and deployed. It’s also the story of how “Lifters” – the graduates of the programme – are driving change and embedding LIFT’s learning and principles ever-deeper into the organisation.

