



accelerating
organisational transformation
through experimentation,
engagement and empowerment

executive summary

Organisational transformation is a massive undertaking, especially for a large decentralised distributed global company.

Such was the case for Randstad, a global leader in the HR services industry. An innovative initiative was needed to execute on a company-wide strategy that would require embracing digital disruption and adopting a new mindset and new ways of working. In response, Randstad partnered with London Business School (LBS) to unleash and accelerate organisational transformation and embark on a journey to become the world's leader in the recruitment and staffing industry.



the challenge

Huge industry disruption, the impact of digitalisation, a siloed organisation with outdated leadership practices required to drive the new strategic ambition for growth.



the commitment

Whilst an RFP was distributed, LBS had already built a deep understanding and strong rapport with Randstad based on discussions over the previous year about the company's context, culture, challenges and opportunities. There was a strong fit and a shared enthusiasm for a widespread transformation.



the initiative

A co-created systemic organisational development initiative that even pre-pandemic embraced a blended learning approach (Transformational Leadership Programme) with intact market teams and then an organisational virtual cascade (Leading Transformation in the Digital Age), with the alumni from TLP acting as mentors and guides to the participants. The programme will ultimately reach 5,000 managers and leaders by 2023.



the impact

Demonstrable sustainable impact over the last 4 years.

At the individual level, a shift in leadership capability and greater levels of curiosity, collaboration, engagement and empowerment to elevate performance.

At the organisational level, demonstrable financial results, a move up to #1 industry leader, higher levels of engagement, increased win rates, a common language of strategic alignment, and validation of the shift from financial analysts during Capital Markets Day March 2021.