

Re-Engaging our Human Capital

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ΑΘΗΝΑΪΚΗ ΖΥΘΟΠΟΙΑ

Μαζί κάνουμε τη διαφορά!

What is Happening NOW?

- Continuous political, social & economic changes
- Expansion of business interests
- Merging similar business to achieve economies of scale and market share
- Acquisition of different business to achieve greater scale and market share
- Restructuring of current business to achieve greater productivity and sales

What is Happening NOW?

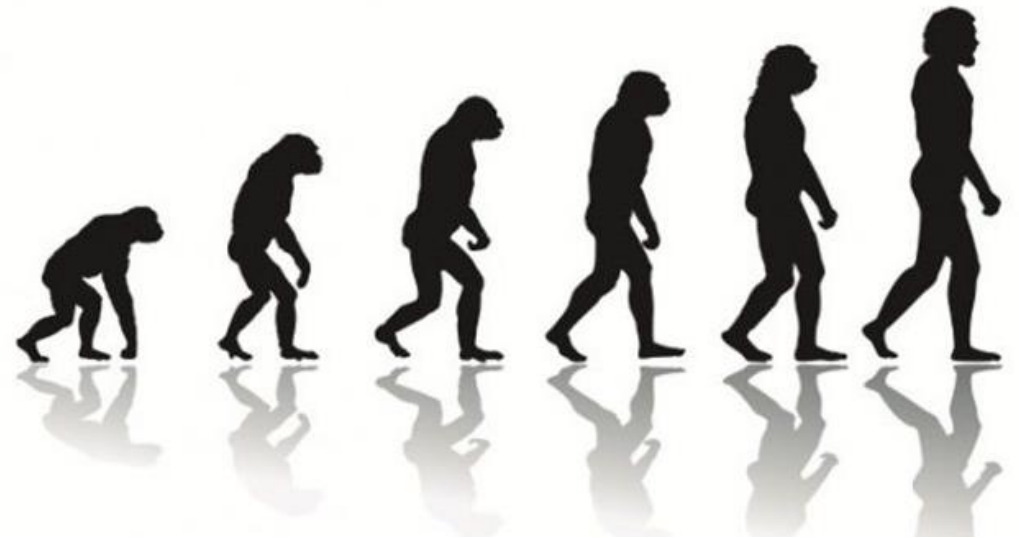
Keep doing the same things that you have always done, the results that you will achieve from one year to the next will be similar... if you're lucky!

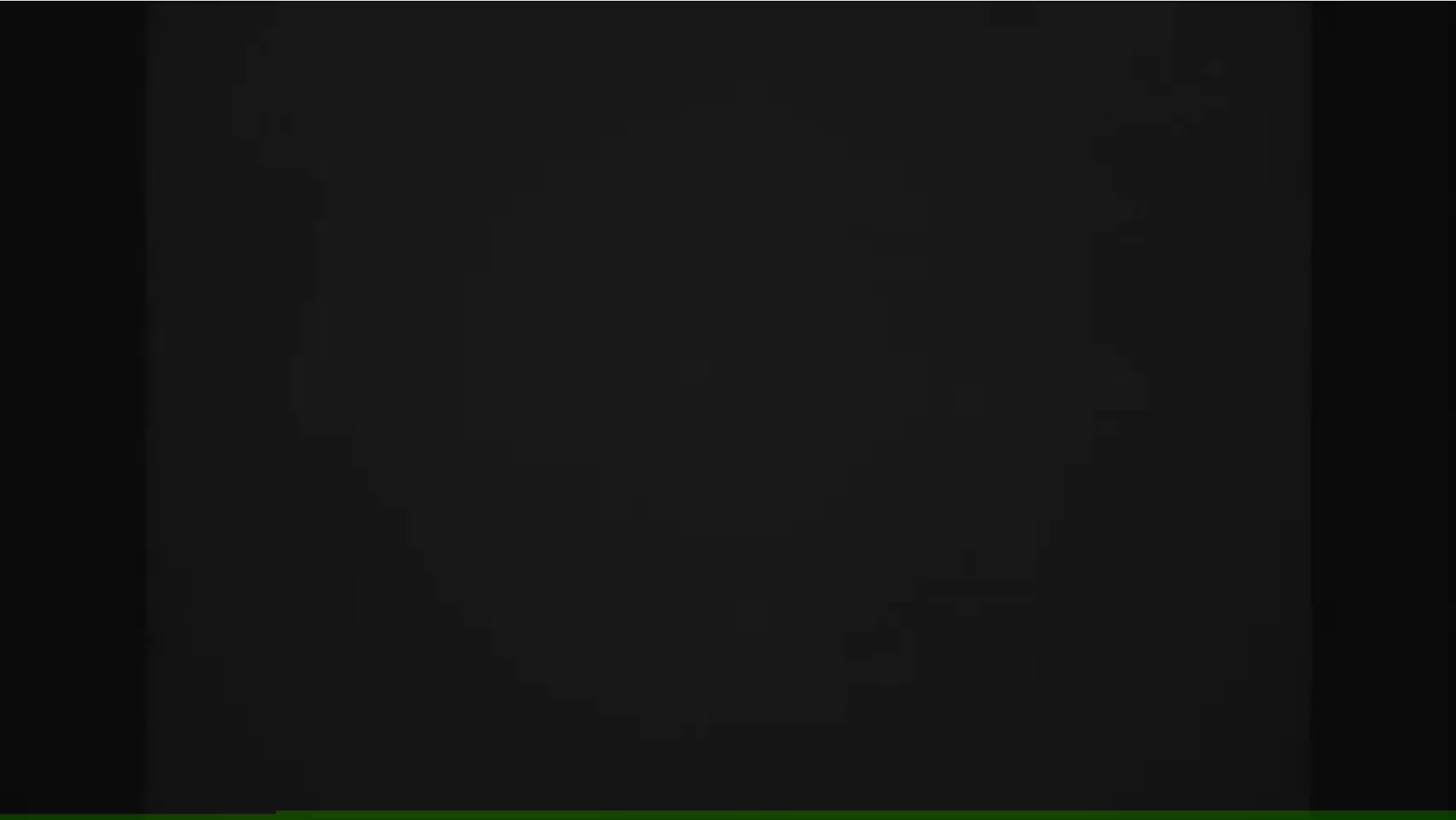
Being intelligent is not enough

It is not the strongest of species that survive, nor the most intelligent,

BUT the ones most RESPONSIVE to CHANGE!

(Charles Darwin)





Business Imperatives

- Return or accelerate the business momentum
- Address the need for innovation, differentiation, affordability
- Being willing to Adopt... Change... Evolve

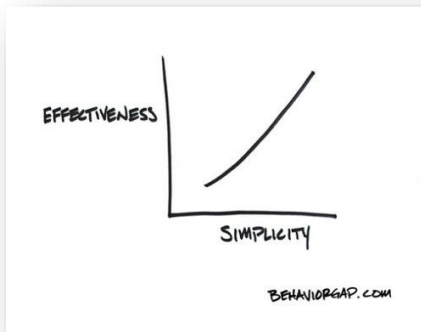
Survive & Thrive by Re-Engaging our Human Capital



Must Win People Battles = Business **Growth** Formula
“**G**”: Factor 1 + Factor 2 + Factor 3 + Factor 4

Factor 1 – ORGANISATION: Agile and vigilant Organization

Agility & simplicity



- Disrupt productively the organization

Clear Processes



- Leveraging on technology
- E2E customer service processes

Resilience & operational excellence



- Decision making with milestones

Factor 2 – LEADERSHIP: Leaders as Enablers to Win

Inspire



- Leaders have ownership & act as a coach and trend setters

Engage



- Leaders remain open to realize the changes
- Leaders have the ability to learn & share knowledge

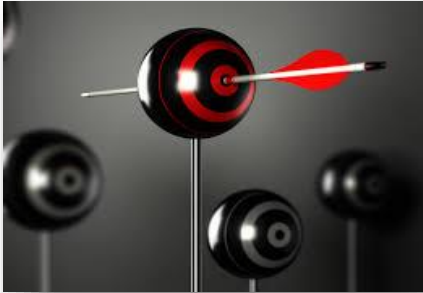
Empower



- Leaders are the enablers for change
- Leaders promote accountability, boldness, courage and persistence

Factor 3 – PEOPLE CAPABILITIES: Be the best in class

Right People in the Right Place



- Expand end to end knowledge of the business

Creating Compelling Careers



- Continuous building future-proof skills and capabilities
Career path is not roles but upskilling on fit for purpose company needs

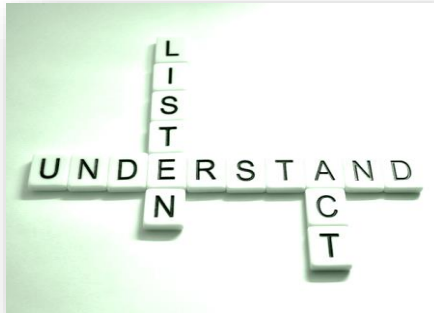
Strategic Talent Planning



- Resources are directed in the areas that will make the difference in the business

Factor 4 – CULTURE: Business Urgency and Accountability

Mindset of Business



- Decision making is faster, timely mindful of business reality

Ownership and accountability



- Share your business plans with your team and bring them on your journey

360 mindset sharing culture



- Silos are eliminated, we think as ONE business
- E2E communication approach

“HOW” we Re-Engage our Human Capital is as important as “WHAT” we do

The most successful business spend time, effort and money is to foster a “Great Place to Work” feeling amongst our teams.

People feel:

- ✓ *Included in the journey*
- ✓ *Valued*
- ✓ *They can apply their individual strengths / characters in their role without fear of being judged.*
- ✓ *Naturally drawn to want to help their colleagues.*
- ✓ *That they want to share their ideas openly.*

*Evolution is a choice, and requires time,
effort, energy, considered thought,
commitment & discipline.*



*Embrace Change, Evolve & Make the Right Choices
with your PEOPLE!!*