



GreatPeopleInsideConference
VisionaryHR

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Leading Today and Tomorrow

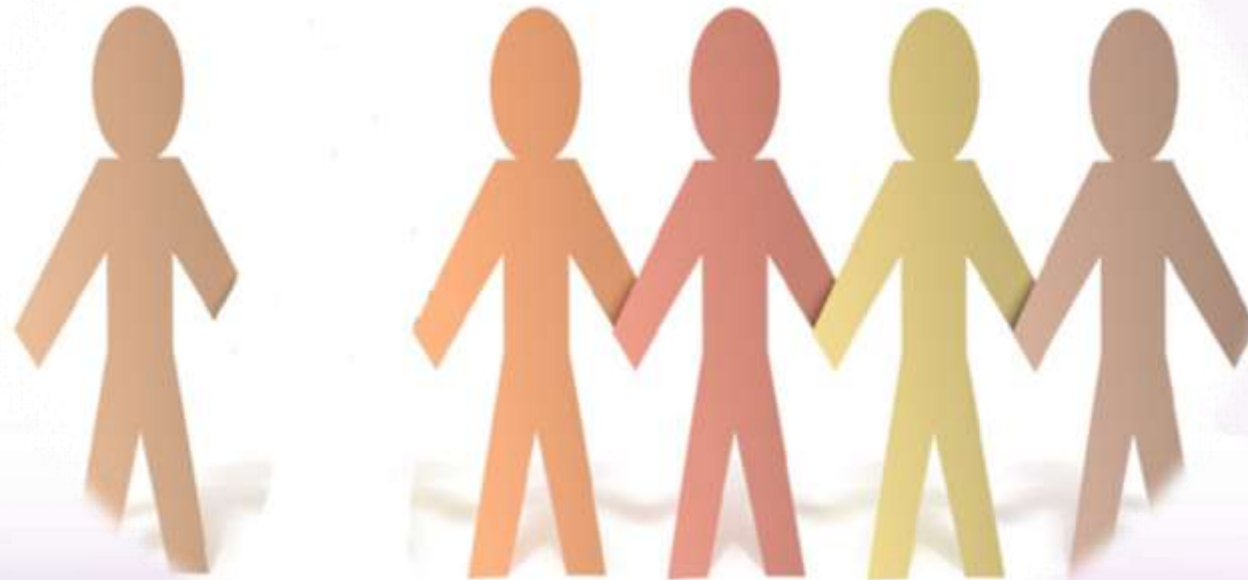
doing what stays important in a fast changing work environment

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One in five decides to leave the company

People are leaving due to lack of leadership and purpose



Living in a world changing faster than ever

Leaders need to take fear and stress out and giving energy and vision back



Let's make a short vacation

What are we expecting when we go on vacation



1. You want to know where to go

At HEIDI we call it our “why” defining culture, principles and values



- Point of Departure
- Point of Arrival

- Vision and Mission
- Culture and Values

- *in a new world: new ways of connecting*

1. You want to know where to go

Our WHY

Our Belief

We are inspired how chocolate can make good mood

Our Vision

Everyone deserves the right to get the best out of life

Which is why

We are the chocolate side of life.

We value

Positivity – Naturalness – Craftsmanship – Curiosity

Our Goal

More than 4 HEIDI chocolate moments every second

Our Promise

Heidi inspires a positive zest of life

1. You want to know where to go

When a logo represents the personality of the company



Picture a young girl with big eyes and a wonderful smile. She walks over a colourful flower bed in the mountains. She loves the nature. She looks around, curious to discover the world, being creative and to enjoy the good things in life. She has this positive zest of life, this enthusiasm and happiness. She believes everybody has the right to get the best out of life. This is HEIDI – the girl from the Swiss Mountains.

An open-minded, modern girl who loves chocolate and is passionate about helping people to explore the chocolate side of life and having good mood.

1. You want to know where to go

Our Brand Identity defines the values and principles of our company



Naturalness



Craftsmanship



Curiosity



Positivity

2. You select with whom you go

We define our shared expectation from day -1



- Recruiting
- Retention

- Reach them where they are
- Employees hire employees
(Brandividuals)

- *in a new world:* the big and small of connecting

3. You define what to do

Setting clear objectives and tasks



- Scope of Work
- Expectations

- Communication is key
- Make tough decisions

- *in a new world:* more task related work, shared expectation reviews

4. You have a clear picture how to do things...

Ways of working are clearly defined and communicated



- Culture and values
- Walk the talk
- Symbols
- Coach, Trainer, Friend
- *in a new world:* Playbooks, co-creation, flexibility

5. You are prepared, now what do you need

Leaders have the responsibility to provide the right tools



- Principles
- Alignment & Understanding
- continuously new tools
- flexibility
- *in a new world: BYOD, new technology*

6. Whom do you trust to follow

Trust and competency is what people are looking for



- Shared values
- Trust
- Competence

- Engagement (time)
- Knowledge sharing and transition

- *in a new world: new technologies to learn and engage*

7. How to engage and do things together

Being available and staying engaged becomes in a more mobile working environment even more important



- Feeling of Belonging
- Be relevant
- Set of engagement tools
- Balance high tech with personal contact
- *in a new world: new ways of communicating*

In summary what leaders need to do today and tomorrow

Vision (where to go) – define the journey and point of arrival

Recruiting/Retention (with whom to go) – get the right people on the bus

Targets (what to do) – set and communicate goals, define how success does look like

Clarify (how to do) – share expectations and explain how things will be done

Tooling (what you need) – provide toolbox to be prepared for today's and tomorrow's tasks

Leadership (whom to follow) – build trust and convince through competence

Engagement (how to engage) – spend time together and be available