



Introduction

ElderCare is a fast growing Dutch company in health care. With over 30 employees ElderCare offers health care products for diabetes, incontinence, wound care and stoma care. Customers are hospitals, care homes and consumers. An outstanding customer service including personal advise, fast product deliveries and quality are the core values.

Challenge

ElderCare is growing fast. The health care sector is continuously and rapidly changing with amongst others new legislation, changing customer demand and new health care products becoming available. This growth combined with a changing health care sector requires ongoing innovation, entrepreneurship and flexibility. Strong leadership skills are key for ElderCare to maintain sustainable and ongoing growth.

Our approach

Vital 2 Perform has first helped ElderCare strengthening (the execution of) its strategie. Then Vital 2 Perform organised several workshops over a 9-month period giving tailored leadership training to the management team of ElderCare. The first workshops focused on personal leadership. You need to understand the dynamics of how you are leading yourself before you can translate that knowledge to leading others. The following workshops focused on team leadership. After intensive action learning all participants defined their personal leadership declaration and resolution.

Results

ElderCare is sustainably continuing its rapid growth. The management team is working even more as a team with further improved communication and a further improved 'connection'. The management team has obtained more confidence and skills managing their teams and leading by example overall employee engagement has further improved.