

Anything But Static - A Turnaround Showcase

Client Case Study



Client

Europe's leading professional body for practitioners who deal with profound and radical transformation in organisations.

Challenge

The organisation arranges regular events to facilitate professional development and networking amongst its members. There was a desire to host a more diverse range of events, which bring different experiences to members.

Linea Connect, organised a members Turnaround Showcase Event for the organisation's North & Scotland Region. The event provided an insight into the UK's largest manufacturer of holiday homes, which highlighted British Manufacturing at its very best.

Approach

Committed to leading the industry in the pursuit of environmental excellence, the holiday home manufacturer's award-winning, energy efficient factories made for the perfect example of turnaround and subsequent transformation excellence.

We developed and scheduled an interactive event which included a talk from the company CEO, a tour of the energy efficient manufacturing facilities and a tour of the company's showground, which allowed guests to experience the production of the award winning holidays homes from start to completion.

Outcome

A highly successful event, supporting further learning regarding successful business turnaround and subsequent ongoing transformation. It provided a great opportunity for knowledge transfer and network interaction, receiving great feedback from the institutes members, who enjoyed the event and the concept.

"The event was well thought out, it was great to have a factory tour as in our turnaround roles we often have to look at operational efficiency and ultimately cost savings. This tour gave practical ideas that had been successful for the organisation."

Event Attendee