



How happiness and performance go  
hand in hand ...



**ALD**  
Automotive



Subsidiary of





**ALD**  
Automotive

Subsidiary of



**SOCIETE  
GENERALE**

**Third largest leasing company worldwide**





**ALD**  
Automotive

Subsidiary of



**SOCIÉTÉ  
GÉNÉRALE**

**Third largest leasing company worldwide**

**4200 employees in 37 countries**



**ALD**  
Automotive

Subsidiary of



**Market leader in Fleet Management and  
operational leasing**

**Third largest leasing company worldwide**

**4200 employees in 37 countries**



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Automotive

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**Market leader in Fleet Management and  
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**Third largest leasing company worldwide**

**4200 employees in 37 countries**

**Managing  
1 million vehicles**



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Automotive

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Market leader in Fleet Management and  
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Managing  
1 million vehicles



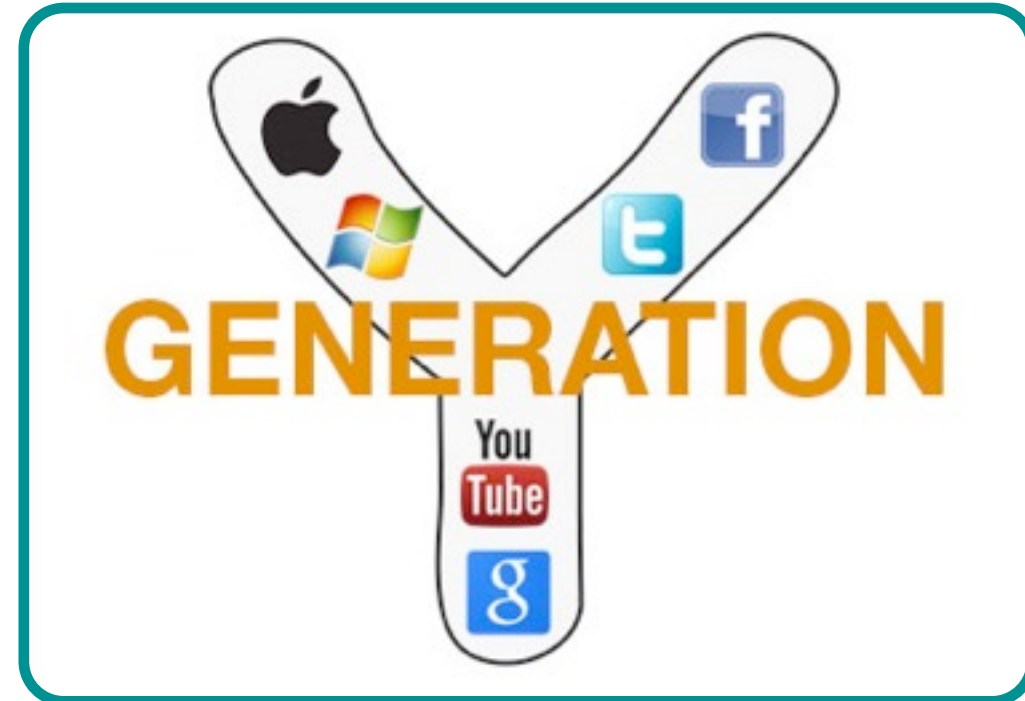
67.000 vehicles

230 employees

Turnover of 406 million

Balance sheet of 1,1 billion euro

# External challenges



# Internal challenges



# So we had an idea ...







=>

N°1 in  
Customer  
Excellence

=>

N°1 in  
Employee  
Satisfaction





N°1 in  
Employee  
Satisfaction



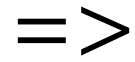
N°1 in  
Employee  
Satisfaction

$\Rightarrow$

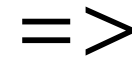
N°1 in  
Customer  
Excellence



N°1 in  
Employee  
Satisfaction



N°1 in  
Customer  
Excellence



# #1 Define a clear strategy

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# #2 Decide who you want to be

## #2 Decide who you want to be



## #2 Decide who you want to be





## #2 Decide who you want to be



## #2 Decide who you want to be



**ALD**experience



# #3 Replace structure by culture

Meeting time  
before

Meeting time after

### #3 Replace structure by culture

Meeting time  
before

10 participants

\*  
5 hours

\*  
48 times

=

**2400 hours**

Meeting time after

### #3 Replace structure by culture

#### Meeting time before

10 participants

\*  
5 hours

\*  
48 times

=

**2400 hours**

#### Meeting time after

4 participants      8 participants

\*  
2 hours

\*  
24 times

=

**192 hours**

\*  
3 hours

\*  
8 times

=

**192 hours**

# #3 Replace structure by culture

## Meeting time before

10 participants

\*  
5 hours

\*  
48 times

=

**2400 hours**

## Meeting time after

4 participants      8 participants

\*  
2 hours

\*  
3 hours

\*  
24 times

\*  
8 times

=

=

**192 hours**

**192 hours**

**384  
hours  
or  
-84%**



# #3 Replace structure by culture



# #4 Make things simple and logic



# #4 Make things simple and logic

OC V4 - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View Developer

Clipboard: Cut, Copy, Paste, Format Painter

Slides: Layout, New Slide, Reset, Delete

Font: B, I, U, abc, S, AV, Aa, A

Paragraph: Text Direction, Align Text, Convert to SmartArt

Drawing: Shape Fill, Shape Outline, Shape Effects, Arrange, Quick Styles

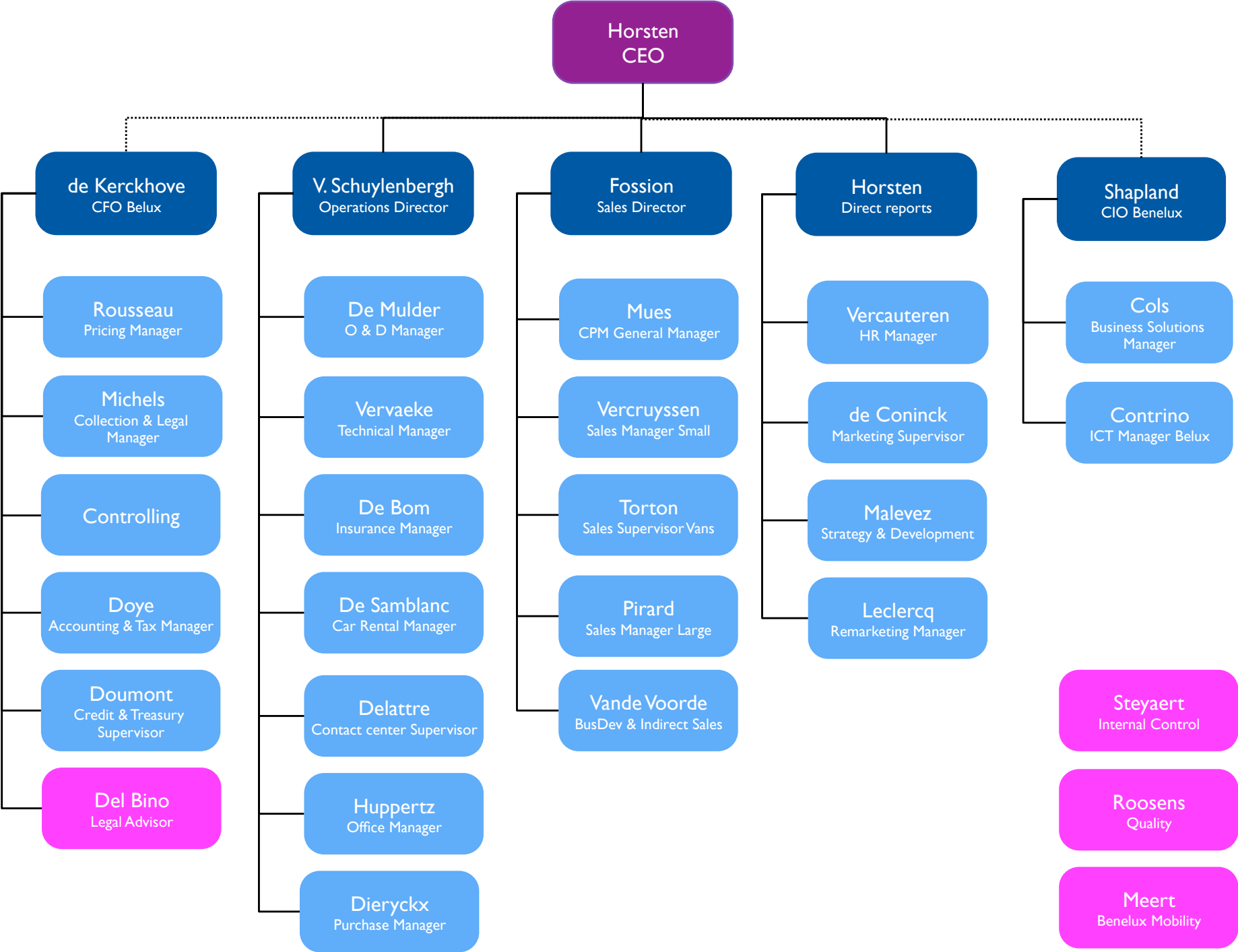
Editing: Find, Replace, Select

Slide thumbnails (15-42) showing organizational charts for Sales, Purchase, Human Resources, Finance, and IT.

Slide Sorter: "Template PPT ALD", Dutch (Belgium)

Taskbar: Start, Intel® PROSet/Wireless ..., Microsoft PowerPoint - [...], 66%, 0:20

# #4 Make things simple and logic



# #5 Coach the coaches

## #5 Coach the coaches



## #5 Coach the coaches



## #5 Coach the coaches





## #5 Coach the coaches



**#6 There is no place for toxic people ...**



## #6 There is no place for toxic people ...



## #6 There is no place for prima donnas

*Nespresso. What else ?*



**NESPRESSO.**

Le café corps et âme.

# #7 Be consistent

## #7 Be consistent



# #8 Inspire and trust

## #8 Inspire and trust





## #8 Inspire and trust

INSPIRATION

ECO



GIVE

## #8 Communicate





# #8 Communicate



## Vraag het de ALD Live coach



**Bas van Leur**

Allemaal aan de slag!



**Victor Wollaert**

aan de gang met live



**Lianne Beijck**

Vraag maar

## Van mijn tijdlijn

### BOAZ



*SPAAN Wim / gisteren*

Ik ben net even bij Wendy geweest om haar nieuwe RSA token te brengen. Meteen van de gelegenheid gebruik gemaakt om Wendy te feliciteren en de nieuwe wereldburger te bewonderen. Zie bijgaande fo...

### jongeren en mobiliteit: event tip?



*Victor Wollaert / gisteren*

liep voor een andere opdracht tegen dit event aan. wellicht ook interessant

## Trefwoordenwolk

ald ALDLive autodelen bijtelling  
dagvandesamenwerking de  
deelauto durf durftedelen2  
Elektrisch ev foto hand-outs  
Keyzee Mobiliteit mobility opel PR  
samenwerking total

## #9 Set the example

*Cet endroit  
est mis à votre disposition.  
Après usage, merci de le laisser  
dans l'état  
où vous l'avez trouvé :  
propre, net & accueillant.*



## #9 Set the example



# #10 Set a minimum of rules and stick to them





# #11 Make people proud





# #11 Make people proud



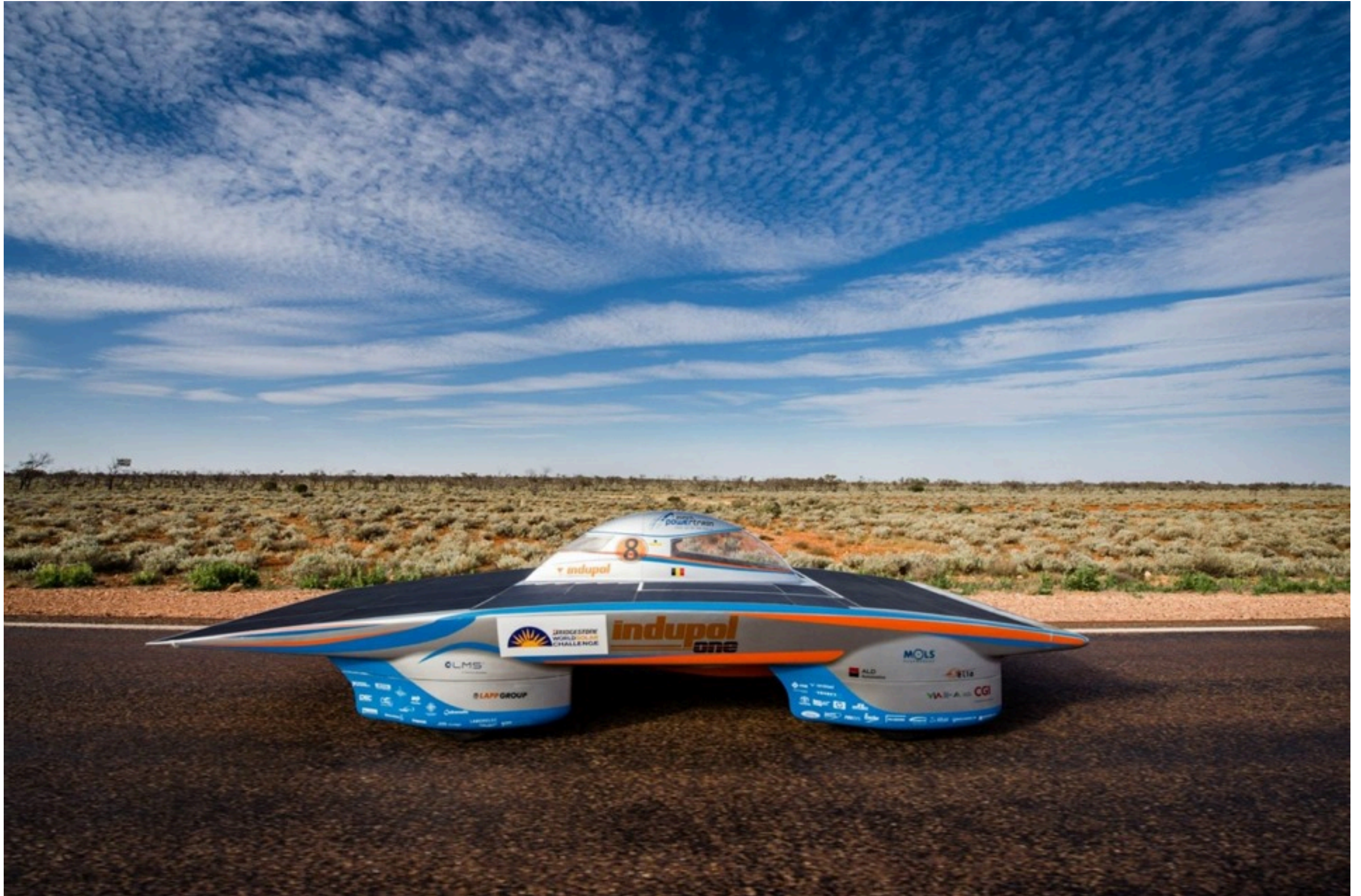


# #11 Make people pr





# #11 Make people proud





# #11 Make people proud





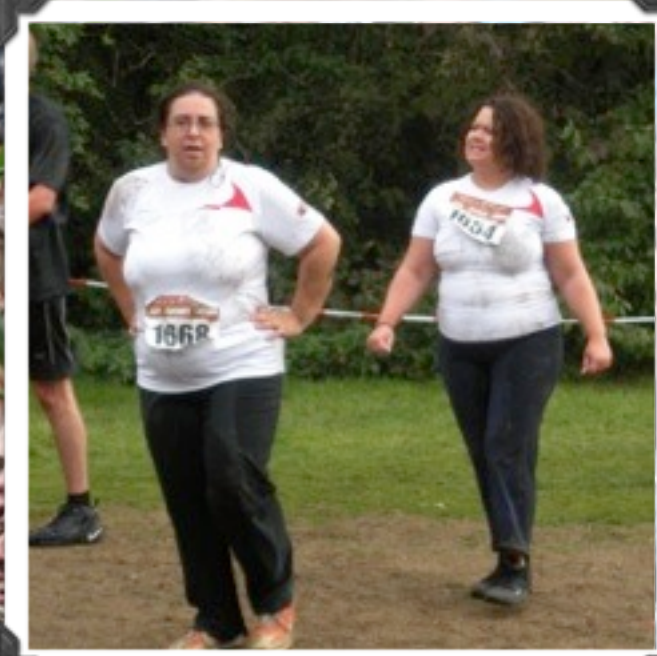
# #12 Show people you mean business but have fun while doing so















CHALET ROBINSON







A close-up photograph of a brick wall. The bricks are in various shades of red, orange, and brown, with some showing signs of weathering and discoloration. A black rectangular sign is mounted on the wall, featuring the text "SHOW ME THE MONEY" in a bold, white, sans-serif font. The sign is centered horizontally and vertically within the frame.

SHOW ME THE MONEY







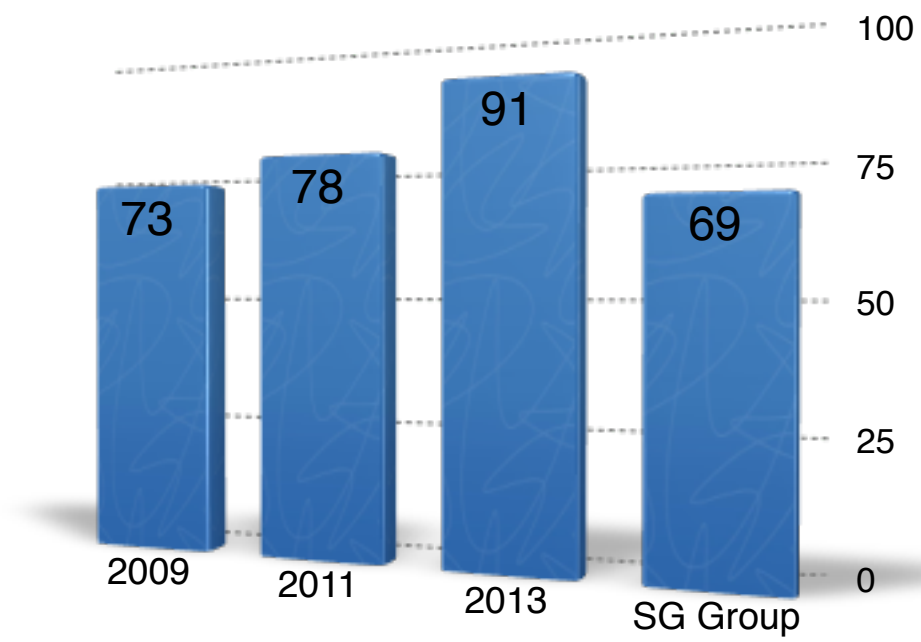


**ALD**experience

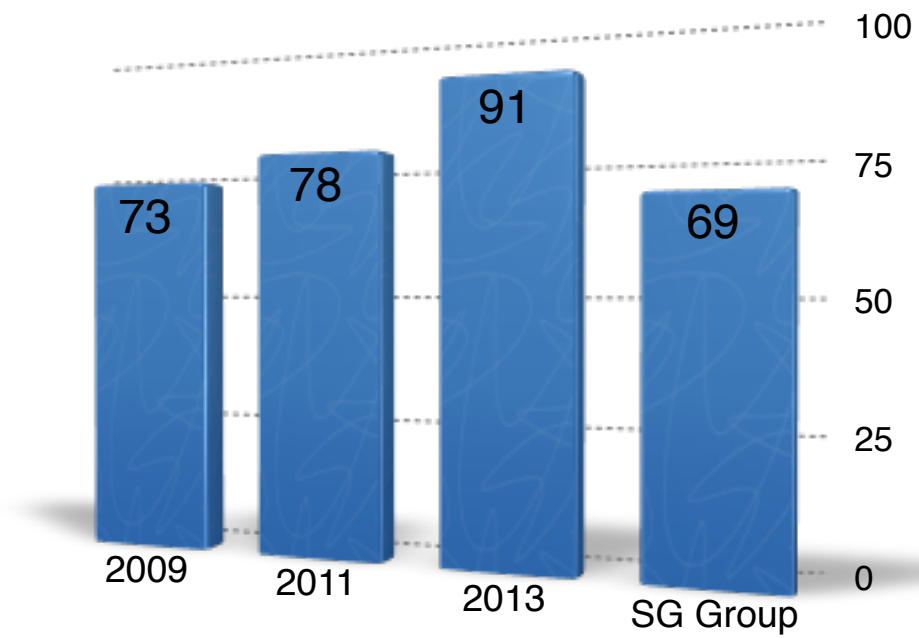




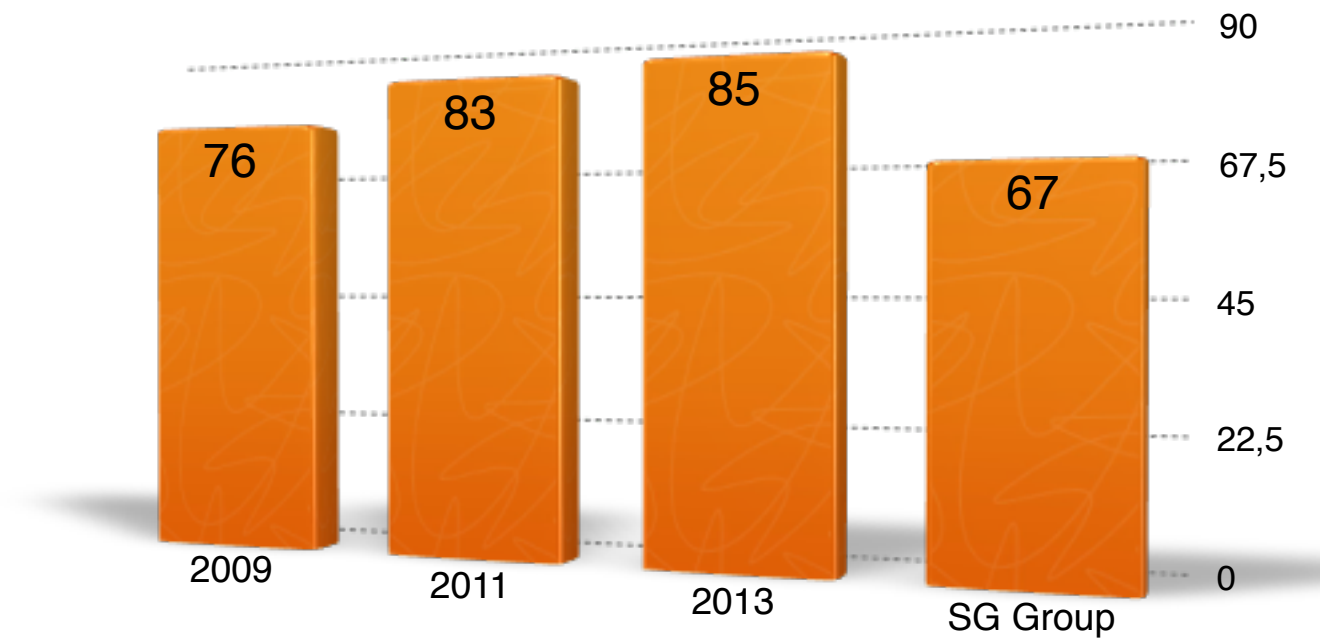
# Overall satisfaction



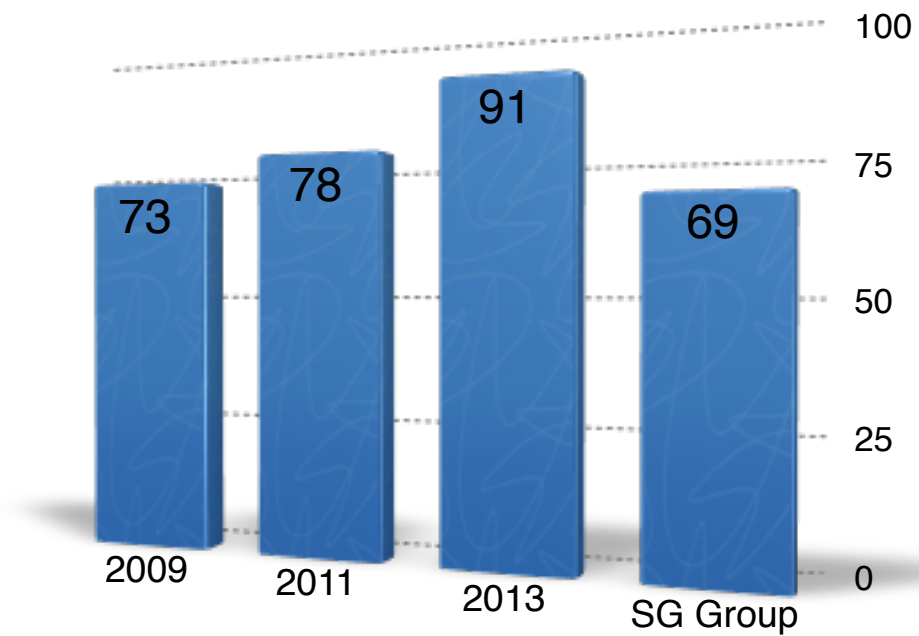
## Overall satisfaction



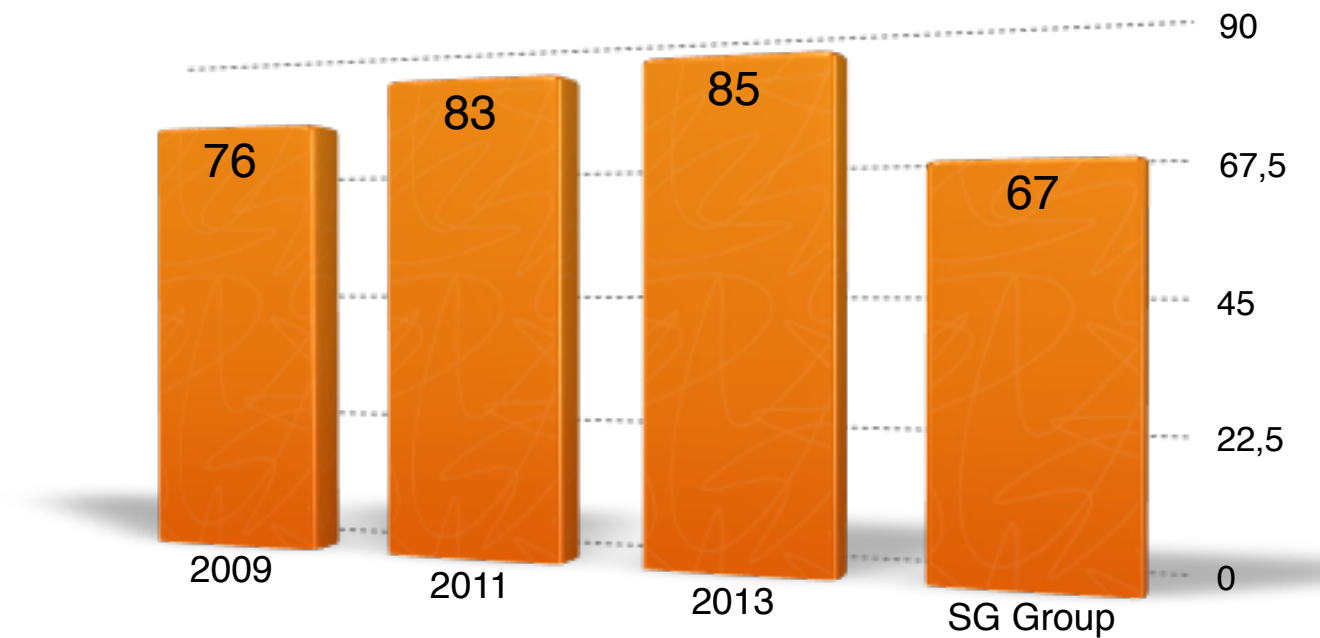
## Personal accomplishment



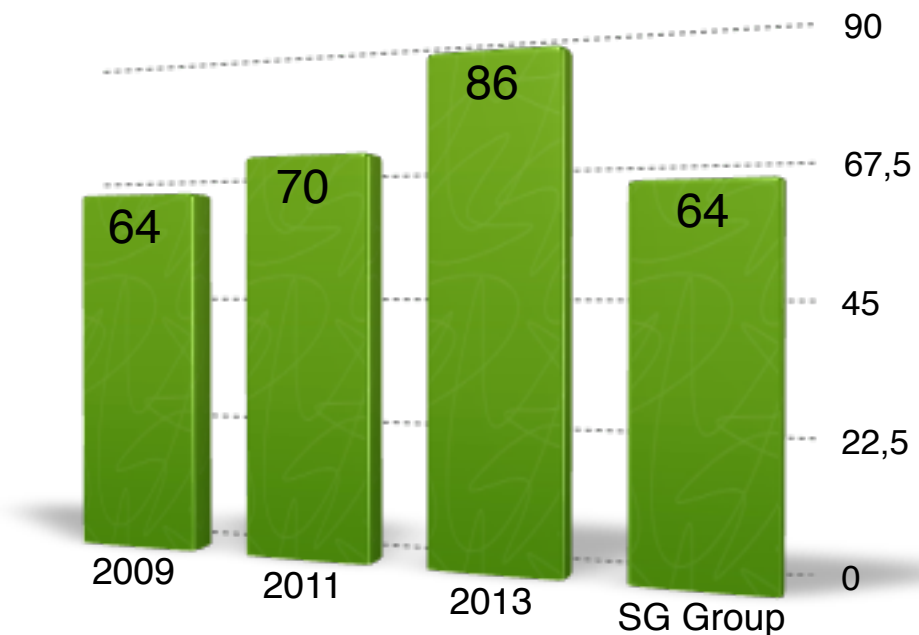
## Overall satisfaction



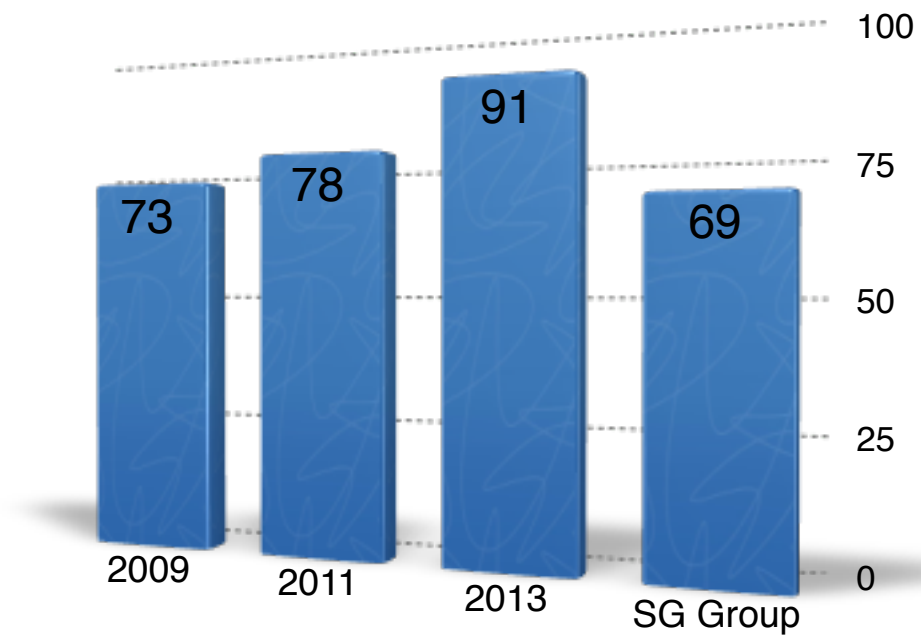
## Personal accomplishment



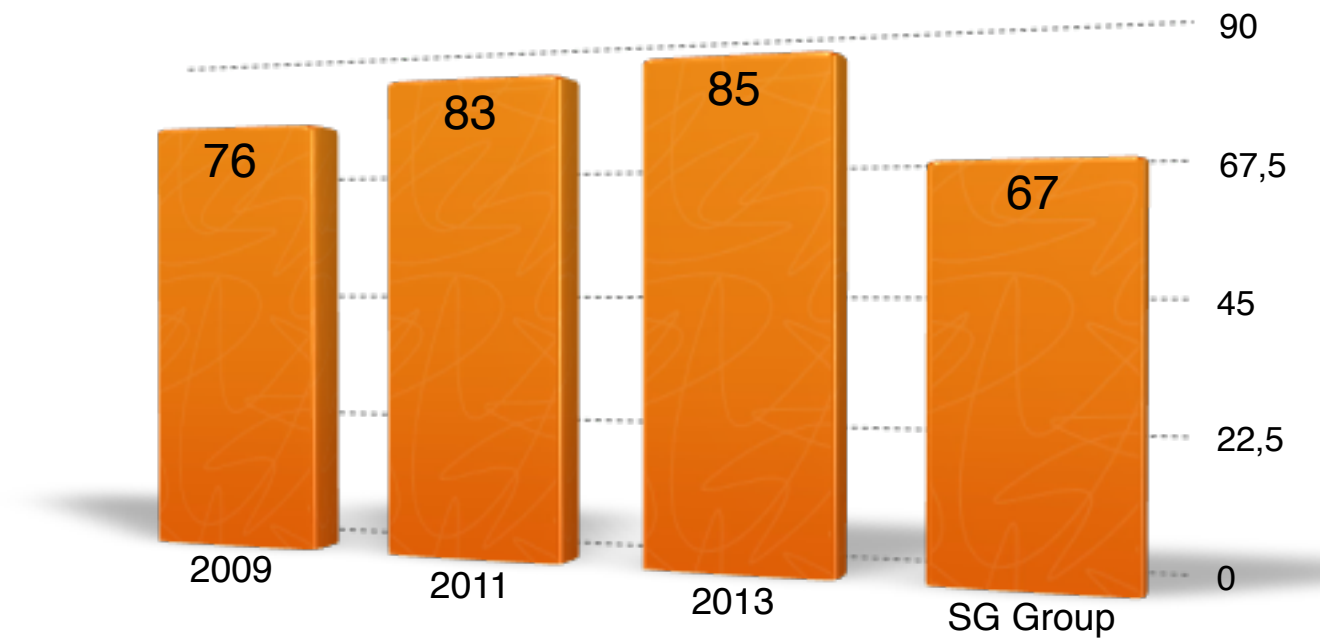
## Confidence in management



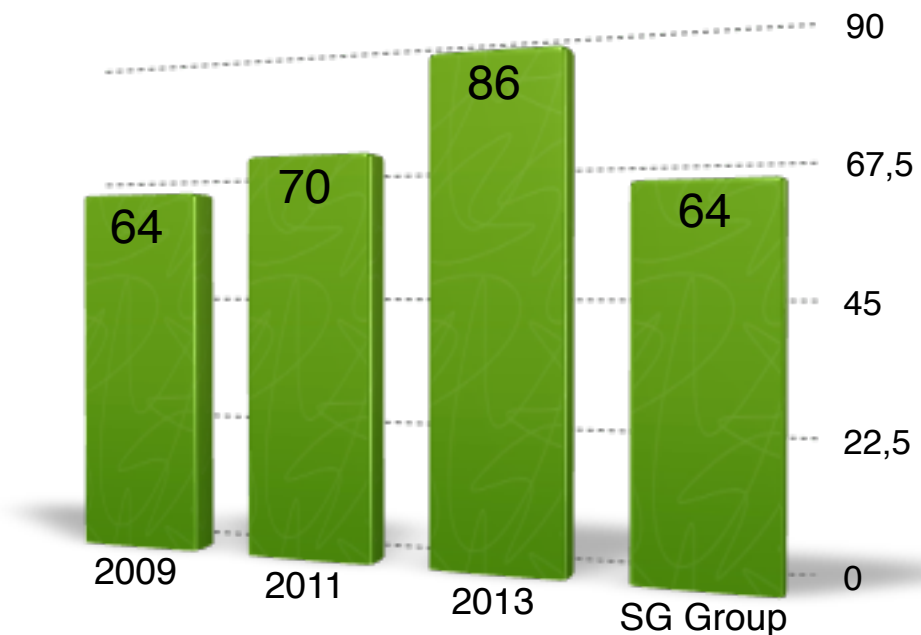
## Overall satisfaction



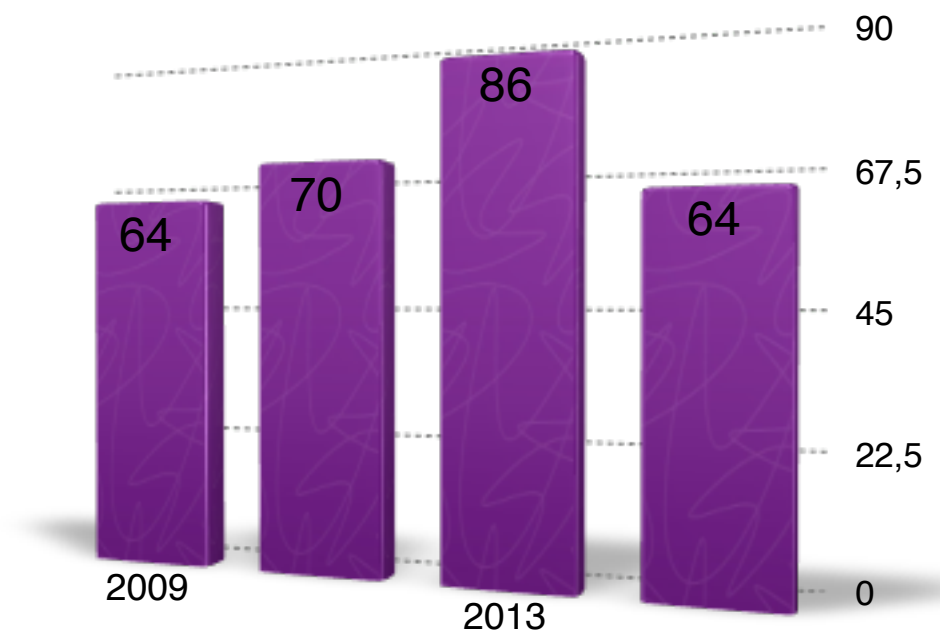
## Personal accomplishment



## Confidence in management



## Loyalty









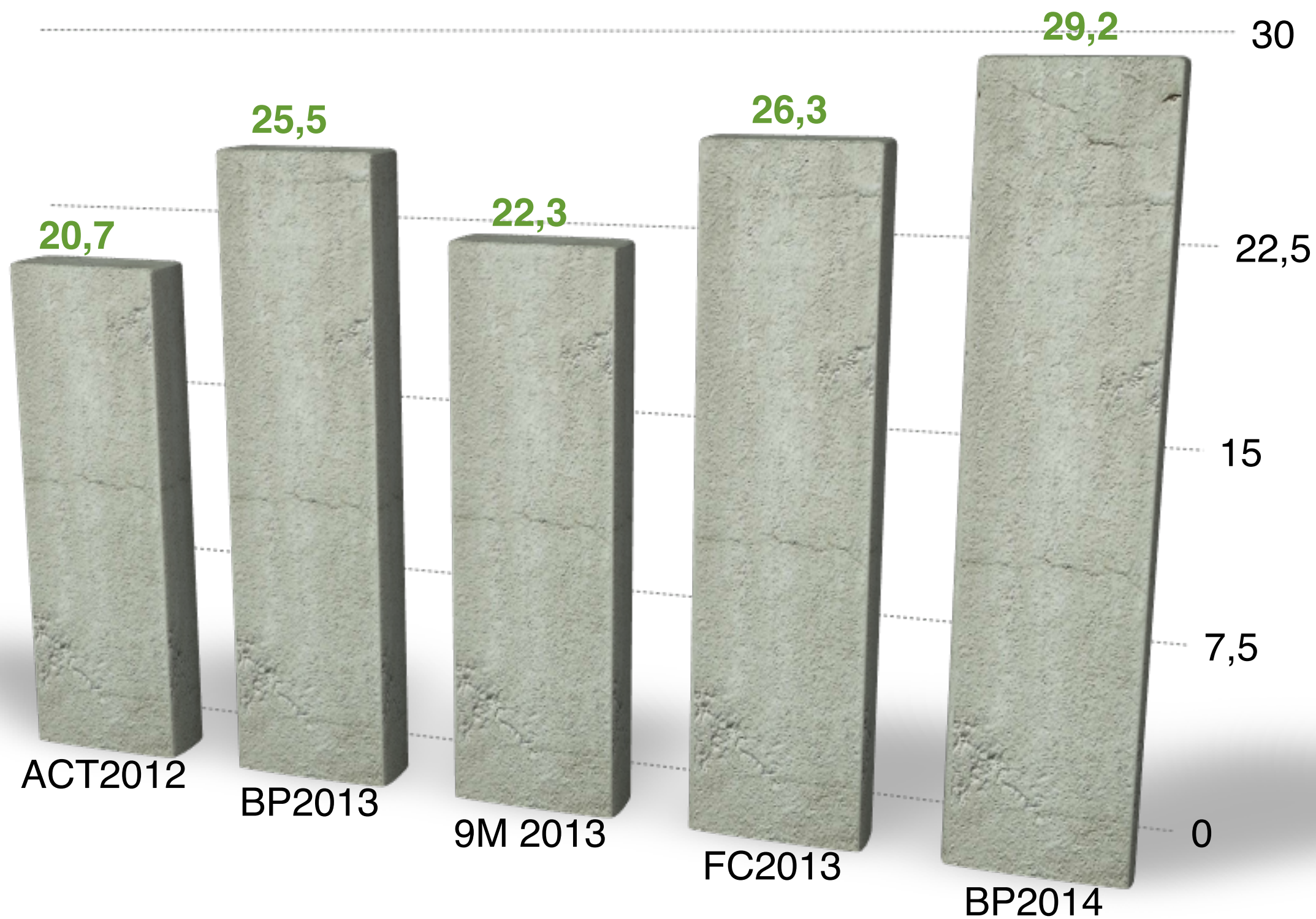




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