

A new performance management system

How do you create true understanding of a new performance management system – among 8000 people in 300 retail stores – in just six weeks?

This was the challenge faced by Axfood, one of the largest food retail organizations in the Nordic countries. The solution was a 2–3 hour tailor-made Celemi learning program, created to engage all employees and answer the following key questions:

- Why do we have a new performance management system?
- How does it work and relate to our daily jobs?
- What can we, as individuals and teams, do to help improve performance?

Through the learning program, people are invited to explore industry trends, the competitive situation and customer demands. They discover critical success factors and how the new performance management system supports people in making the right priorities – to improve bottom line results.

Helping co-workers make the right priorities



“Excellent and fun program – easy to understand and very engaging for the co-workers.”

– Elisabeth Sporrang
Store Manager, Hemköp Stigbergstorget, Göteborg

The program has been implemented through a cascading roll-out, facilitated on-site by managers: Top management ran the program with the management teams at the individual stores, who then ran it with their local teams.

About Axfood

Axfood a leading food retail organization in the Nordic countries. The company’s business concept is to create, develop and run successful food retailers, fully owned or franchisees. The main chains of retail stores are Hemköp, Willys, Handlar’n, and Tempo.