

Successful strategy alignment at Bona

Bona strengthens company culture and leadership, by continuously engaging all employees around the vision and strategy.

The journey started in 2008, when Bona was facing red numbers and analyzes indicated a need for alignment and leadership development. It was the perfect moment for the new CEO, Kerstin Lindell, and the management team to launch the new vision and strategy, along with the corporate values.

Together with Celemi, a strategy dialog program of 2.5 days was developed, and implemented over a period of 1.5 years. The program consisted of three main dialogs combined with local workplace meetings. Along with the strategy it covered areas such as corporate values, code of conduct and business processes. Facilitated by local managers, the initiative reached all 500 employees during a couple of months, giving everybody a clear understanding of what the strategy meant in practice. The program mobilized the entire organization with great response, and bottom line figures gradually turned black.

Big picture understanding – a strategic enabler

Since then, Bona has continued to successfully use the dialog format, and interactive learning materials, as strategic enablers to make change happen and as a natural part of business operations.

All employees
live the vision
and strategy
– everyday



“The dialog programs have been decisive in creating one Bona, helping us communicating the vision and the strategy to all employees.”

– Kerstin Lindell, President and CEO, Bona AB

In 2013, a Future Talent Program for upcoming leaders was launched. And alongside this; roll out of new dialogs on the revitalized vision and strategy, including themes such as innovation and Corporate Social Responsibility.

A journey of change over time

The Bona management considers the continuous use of learning and dialog programs a long-term investment – to secure strategy understanding and leadership development. The result is that all employees can contribute in making the strategy and vision come true – a likely competitive advantage!

About Bona

Bona AB is a Swedish family owned company established in 1919. Bona has local presence in more than 70 countries through distributors and subsidiaries. The group employs some 500 people worldwide with production in Sweden, Germany, USA and China. Bona provides products for installation, maintenance and renovation of wooden floors.