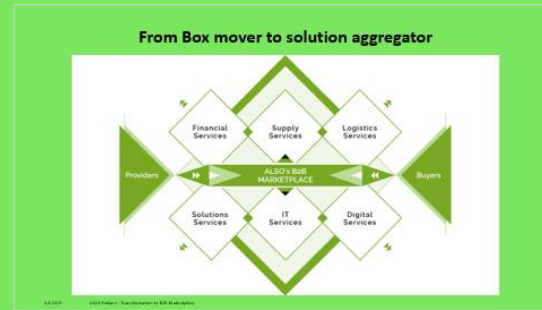


Ilari Lipsonen  
06.06.2019  
How Company Strategy Effects to Reform of Jobs

# HIGH POTENTIAL

ALSO

### From Box mover to solution aggregator



### From Box mover to solution aggregator

ALSO FINLAND 2021  
"With a big green ALSO we make it possible for our partners flourish"

ALSO	STRATEGY PORTFOLIO	VISION
<ul style="list-style-type: none"> <li>SALES ORIENTED</li> <li>CUSTOMER CENTRIC</li> <li>WELLBEING</li> <li>COACHING LEADERSHIP</li> <li>BRUTAL HONESTY</li> </ul>	<ul style="list-style-type: none"> <li>ALSO EMPLOYEE 360</li> <li>SALES 2.0</li> <li>PROFITABLE ACCELERATION</li> </ul>	<ul style="list-style-type: none"> <li>"CHANGE FORERUNNER - STANDING TALL"</li> <li>XX% PROFIT</li> </ul>

"If you don't know where you are going, you might not get there"

## ALSO WAY

Goal setting framework making strategy everyone's business

▶ It is all about communication and goals are the best communicators

▶ When you have the direction set up, the number one way to communicate it is to bring it to people as concrete annual goals on company level, and let people and teams take it down from there as more defined goals

▶ Change needs leading the goals

- ▶ Build and execute a structure for leadership based on the goals that are based on the strategy
- ▶ Transparency in everything
- ▶ Linking goals makes cooperation visible

## ALSO WAY

Goal setting framework making strategy everyone's business

Strategy is not an executive level thing, it is a thing

# THANK YOU

FOR YOUR INTEREST IN ALSO

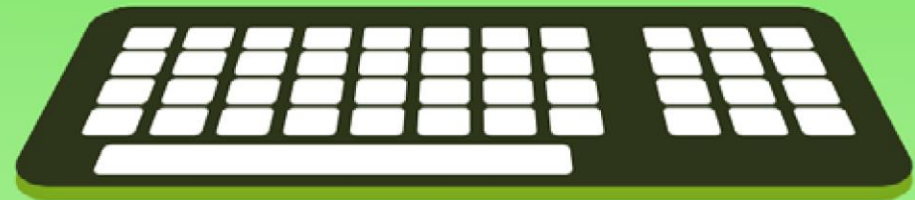
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# HIGH POTENTIAL TIAL

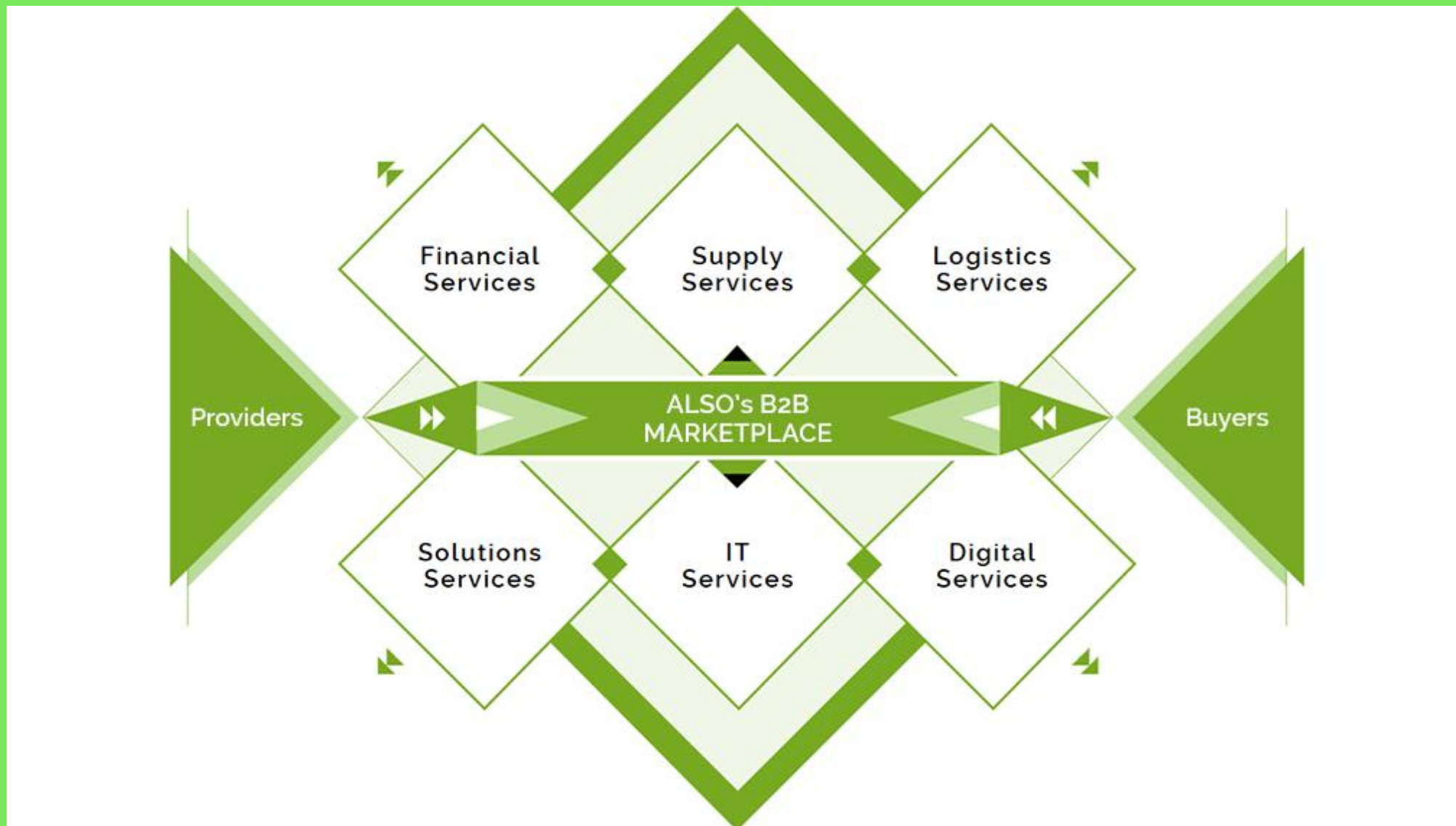
**ALSO**



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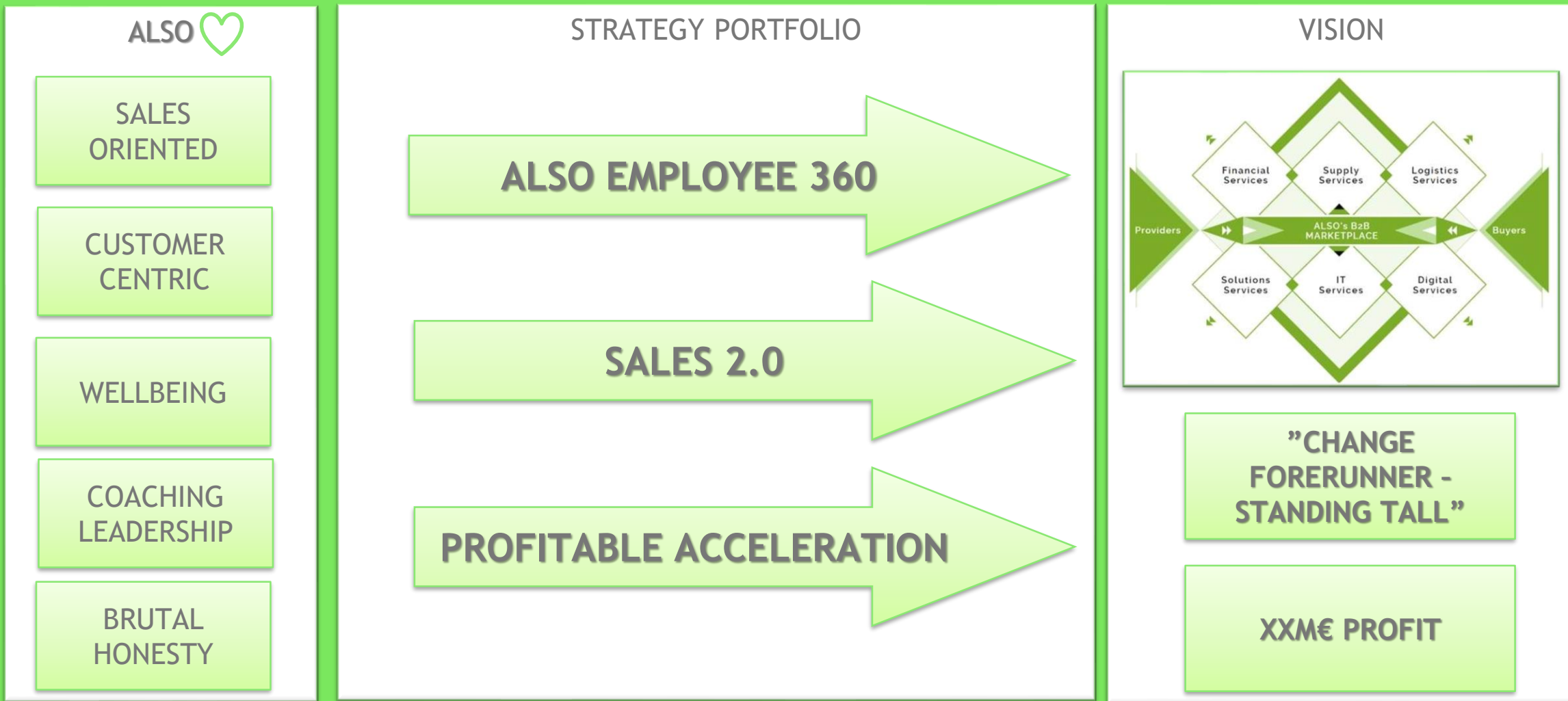


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# ALSO FINLAND 2021

”With a big green ALSO ❤️ we make it possible for our partners flourish”




”If you don’t know where you are going, you might not get there”

# ALSO WAY




Goal setting framework making strategy everyones business

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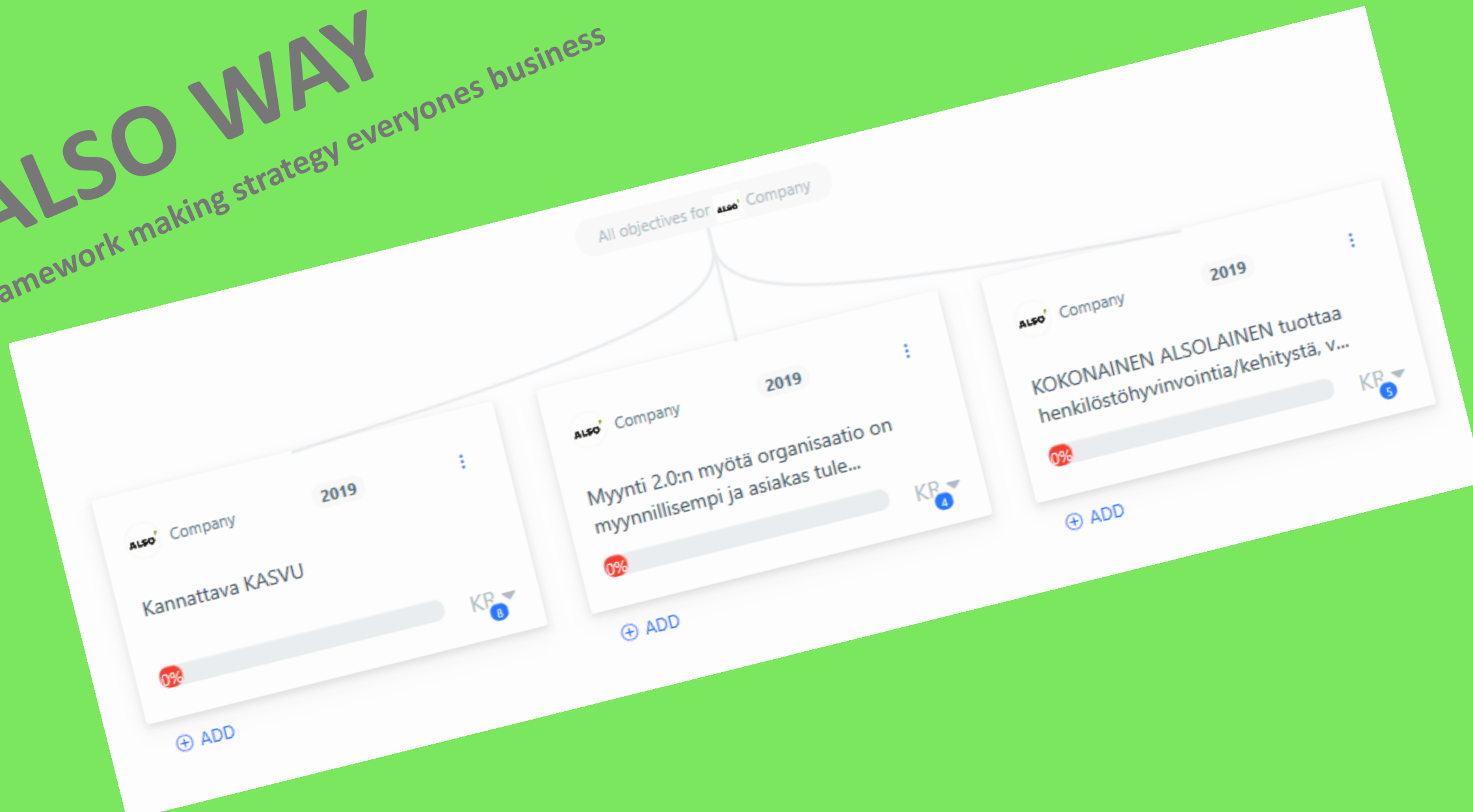


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# ALSO WAY

Goal setting framework making strategy everyones business



**Strategy is not an executive level thing,  
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**THANK  
YOU**

FOR YOUR INTEREST IN ALSO