



Success Story Summary

MAXimizing Human and Organizational Potential with The Human Element

ORGANIZATION

MAX Hamburger Restaurants

ISSUE

Reduce high staff turnover and excessive sick leaves

OUTCOME

After eight years of Human Element based work, ISI Wissing, an independent polling company, demonstrated that MAX had Sweden's most satisfied customers. Manager longevity increased dramatically - from 4 years to 10 years. Between 2003 and 2011 MAX tripled its size, quadrupled its revenue, and quintupled its profits.

PROCESS

Developed Human Element based training programs, which make up the MAX Leadership Academy, and a teambuilding program for the MAX management team. The management team also underwent a Human Element Workshop. Elements of The Human Element were incorporated into all training as well as Radical Collaboration and The Implicit Career Search. Two in house trainers became Licensed Human Element Practitioners.

Consultant/Company

Jan Esensjö, Susan Petrina Esensjö, Licensed Human Element Practitioners, Licensed Radical Collaboration Practitioners, Founders, Petrina & Partners

Country

Sweden