



Success Story Summary

IT Company Grows 643% Using The Human Element as the Foundation for a Strong Company Culture

ORGANIZATION

GDM – an information technology consulting company

ISSUE

The Sales and Marketing Manager wanted to create long-term business relationships with clients through improved customer service. Fundamental to GDM's success was a need to build strong relationships between the customer and the GDM on-site consultants.

OUTCOME

From 2006 to 2014, GDM grew the company revenue from 16 mkr (Million Swedish Crowns) per year to 103 mkr – a 643% growth rate. They grew internally – from 16 employees in 2006 to 98 employees in 2014. In addition, GDM has an unusually low turnover rate – only 6 people have left the company in its 22-year existence!

PROCESS

The Human Element was the core of a new employee-training program designed to help create a strong company culture. Tommy Gustavsson, the founder and CEO, used The Human Element to develop a company culture with communication and openness as core values. 98% of all employees have attended The Human Element based new employee orientation program.

Consultant/Company

Per-Åke Sundholm,
Master Licensed Human
Element Practitioner,
Co-founder, Taktik

Country

Sweden