

# Initiative toward innovation:

Empowering employees to identify new possibilities for growth



## Initiative Towards Innovation

### Organisation:

Inicijativa

Coach: Dragan Knezivic

*Leadership in this company has grown and so has their team. They have hired a new team member with the main responsibility of client wellbeing. The steps that have been taken have empowered the team do more and there is big-picture emphasis on advancement opportunities.*

### Summary

Inicijativa is the only method of English learning of its kind on the Croatian market. It's fast, fun and effective and has an outstanding team of teachers. These qualities make this company exceptionally suited for high growth.

### Challenges

Creating a manageable business strategy to facilitate high growth in the next 3 years. This includes reducing employee turnover which is a high priority for this company.



## The F4BG Assessment

During coaching sessions and review of the F4BG Diagnostic Report, it was concluded that certain aspects of this exceptional team could be used more effectively to involve them in growing the business strategy and encourage growth of team members too. A slight adjustment to the strategy would help to define a clearer vision that would be in line with company values.

## The Solution

It was decided that work in the areas of **Motivation** and **Advancement** would make the biggest impact. To achieve this: a clear vision of the learning cycle, good communication and innovation towards development.

## Results and Future Plans

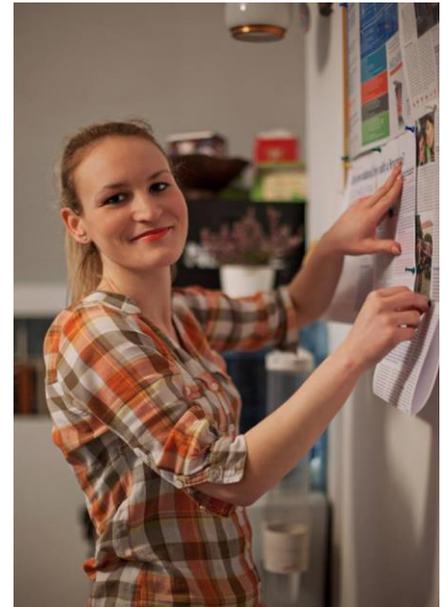
A fun workshop to introduce the high growth business practices. demonstrate commitment to new motivation and advancement strategies, make sure staff was comfortable with the new CRM, and assess skills. As a result, some team members have enjoyed taking on new responsibilities.

*Mr. Knezevic has been a business consultant since 1996 and we thank him for bringing his experience to the F4BG project. He has truly affected the SME he worked with on this high-growth model and we are very proud to work with and endorse him.*

*Stefania Skender-Director Smart Growth*

Fit4BusinessGrowth is a project funded by the Erasmus+ programme.

The project aims to help small and medium enterprises to improve performance and productivity using High Performance Work Practices, Wellness Practices and Business Growth Coaching.



*Helpful charts-developed and displayed*



**For further information visit:**

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