



# Best in Town Dialogue

HR MINDS 2024

*Prague, September 12-13*



# Who am I?

ALBERTOVO  
Pekařství  
Vždy čerstvé napěčené



## CTIRAD NEDBÁLEK

- Master degree in education, České Budějovice



- Synergie Recruitment



- Eurotel / Telefónica / O<sub>2</sub>



- Carlsbad Mineral Waters / Mattoni 1873



- Albert / Ahold Delhaize



# Who are we in Czechia?

ALBERTOVO  
**Pekařství**  
Vždy české napěčené



## ALBERT



*33 years on Czech market*



*20,000 associates*



*Annual turnover around  
CZK 70 billion*



*340+ stores all over Czechia  
(hypermarkets & supermarkets)*



*4 distribution centers  
in different Czech regions*



*Headquarter in  
Prague*

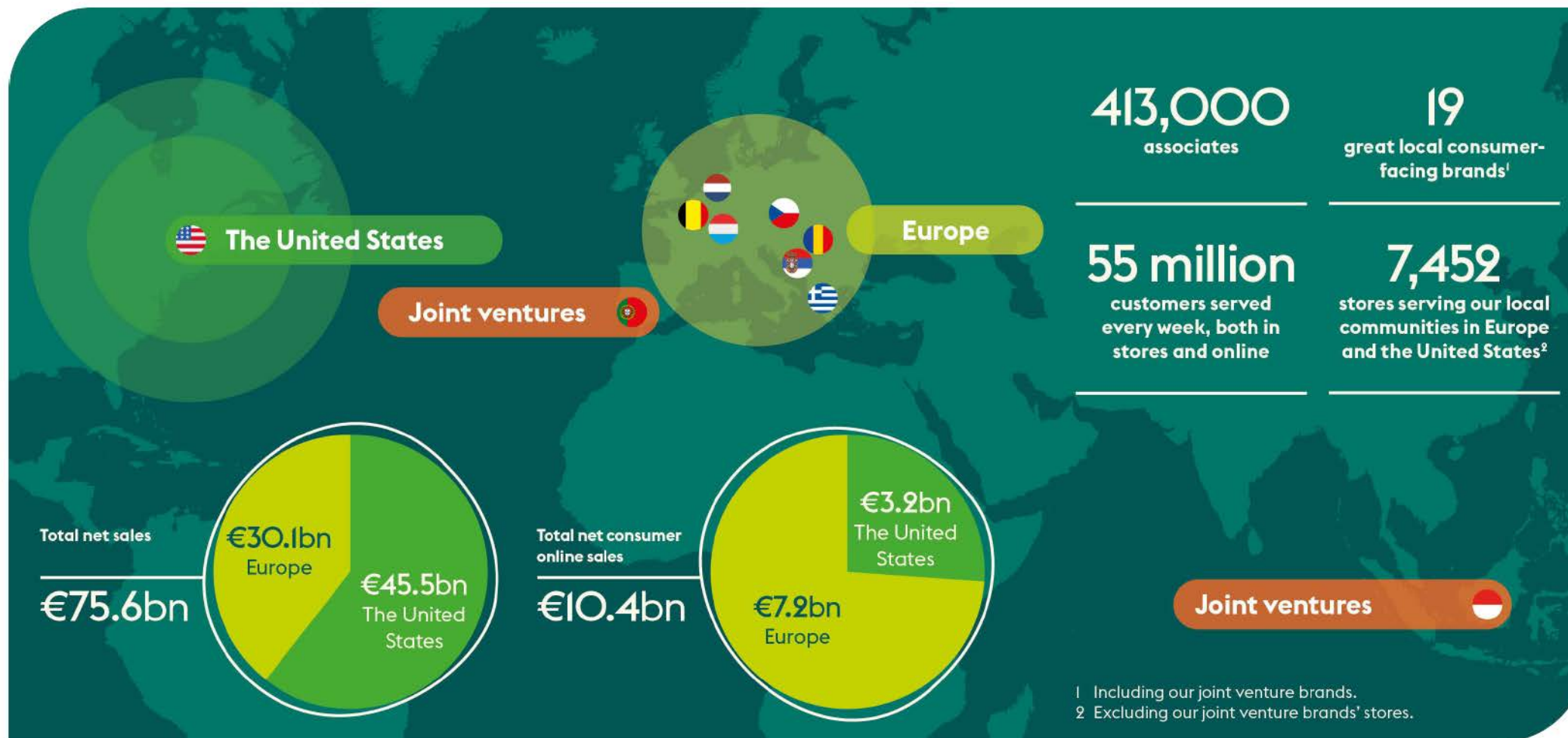


# Who we are in the world?

ALBERTOVO  
**Pekařství**  
Vždy čerstvě napéčené



## AHOLD DELHAIZE



Is there a strategy in place?

ALBERTOVO  
**Pekařství**  
Vždy čerstvé nápečeno



**#1 in the market**

**Eat better.**



**Live better.**



**Drive omnichannel growth**



**Elevate Healthy and Sustainable**



**Strengthen operational excellence**



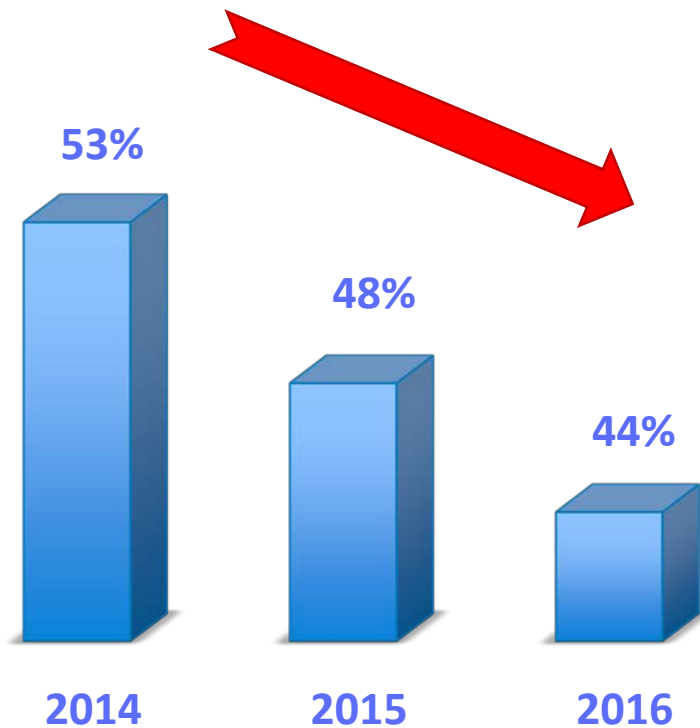
**Cultivate best talent**

# But how about our people?

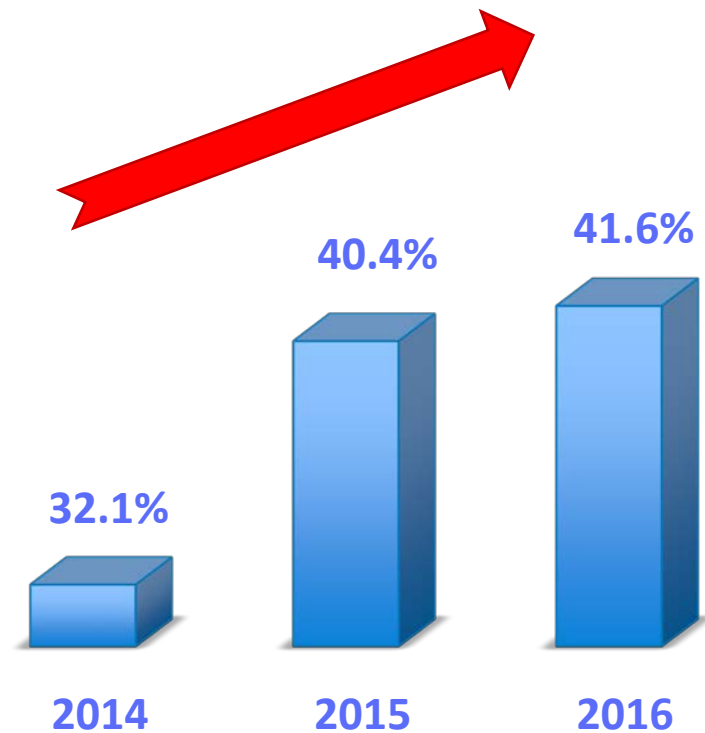
ALBERTOVO  
**Pekařství**  
Vždy čerstvé napěčené



## Associates' engagement (measured by a global internal engagement survey)



## Associates' turnover (total annual turnover in %)



# Well, what do we do about that?

ALBERTOVO  
**Pekařství**  
VZDY ČESTNĚ NAPEČENO



What did we mean to achieve?



## 3E APPROACH

# EXPLAIN



# ENGAGE



# EXCITE





# How does it work?



- Facilitated and **interactive game** for small group of associates
- Duration **60-75 minutes** to keep attention and limit negative impact on operation (for attendees, this counts as working time)
- Maximum **10-12 participants** and **1 facilitator**
- **Content of the game** ideally identical across various functions, in some case minor deviations applied
- Done without any external facilitation – as part of the TOP-DOWN deployment, **leaders of the organization** (at all levels starting with ExCom members) become **internal facilitators** for the entire population of associates)
- Deployed across the entire organization within **4-6 weeks**
- Brought to **natural workplaces** of our people (stores, distribution centers, headquarter offices)

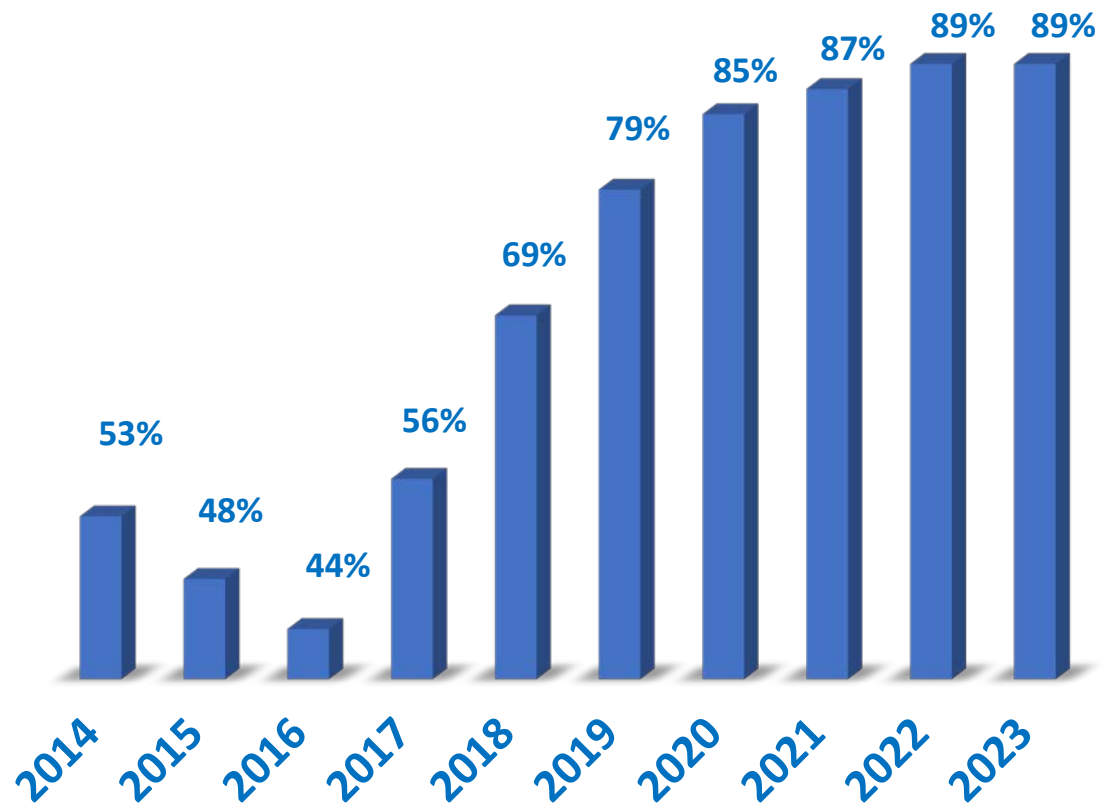
# Did it help?

ALBERTOVO  
**Pekařství**  
Vždy čerstvé napěčené



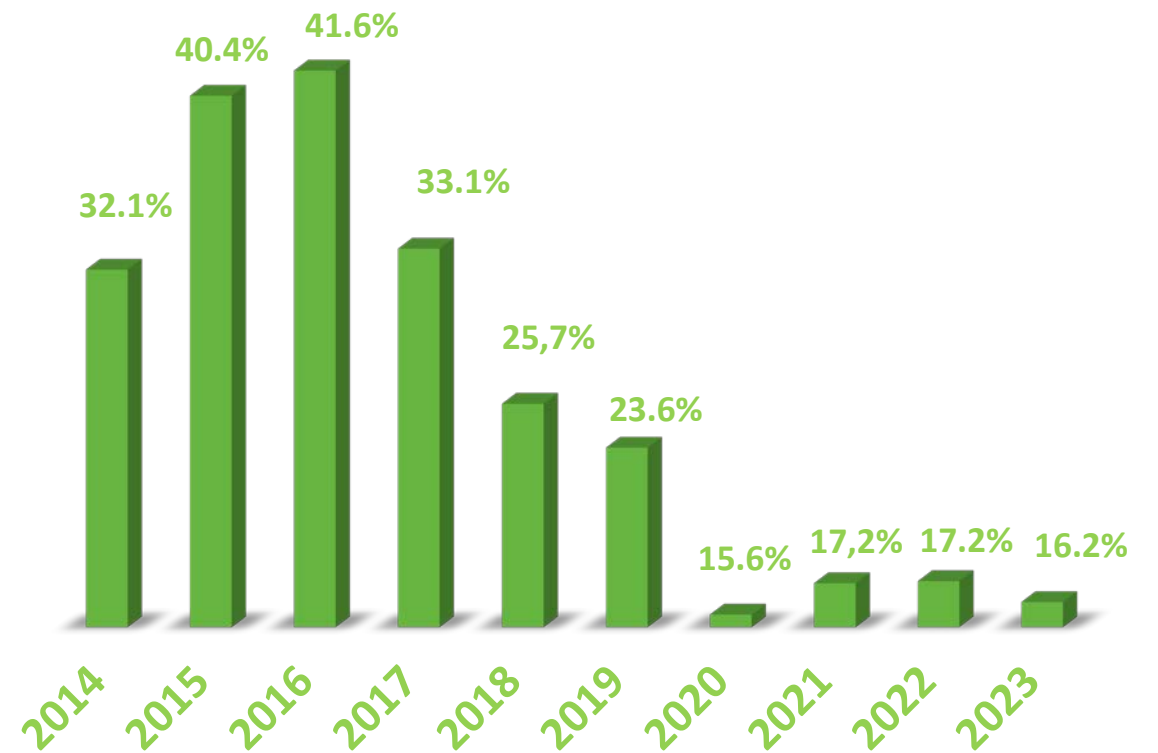
## Associates' engagement

(measured by a global internal engagement survey)



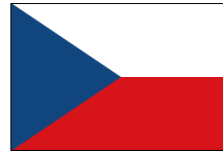
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(total annual turnover in %)



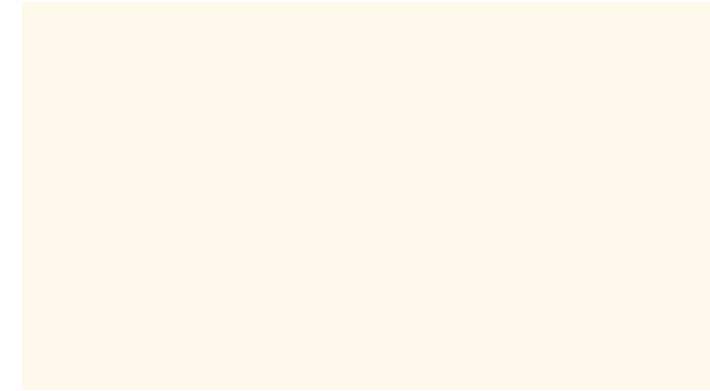
What happened next?

ALBERTOVO  
Pekařství  
— VZDY ČERSTVĚ NAPEČENO —



# What happened next?

ALBERTOVO  
**Pekařství**  
VZDY ČESTVĚ NÁPEČENO



**albert**  
STOJÍ ZA TO JÍST LÉPE



ALBERTOVO  
**Pekařství**  
— VŽDY ČERSTVĚ NAPEČENO —

Thank you!