

# LMI WORLD CLIENT OF THE YEAR

*HBH Sp. z o. o. Sp. k.*



## About Our Winner

The HBH Company is a holding company for a Capital Group consisting of 24 companies operating all around Poland. With 130 shops and 1,400 employees, the Group is the leader of wholesale trade in the following markets: bathroom equipment, plumbing supplies, heating systems, air-conditioning, ventilation, water supply and sewage systems.

The Group is building its competitive advantage on long-term cooperation with SME customers offering not only merchandise and logistics, but also training, consulting and support. Its distributed multi-company organization follows the motto "think globally, act locally." All customer-related activities are performed by local companies, but back-office tasks where scale effects appear are done centrally.

Marek Bajon is CEO of the HBH holding company. He started his career in the Capital Group in 1998 as CIO. As time passed, his duties shifted toward organization, management and leadership. The LMI project was a personal and professional breakthrough to him.



**HBH Offices  
Poznań, Poland**

Marek is the perfect example of a manager who, through consistent work on his own leadership, used his potential to the fullest and became a responsible leader who is able to lead his organization through the process of an important change.



**Marek Bajon  
CEO**

HBH in cooperation with LMI Polska Sp. z o.o., engaged in a vast project of 780 LMI programs — a project of building competitive advantage and keeping the position of a leader in the market through the development of leadership in the entire group. It did so in accordance with its policy and belief that the most effective investment of the 21st century is the investment in human capital.

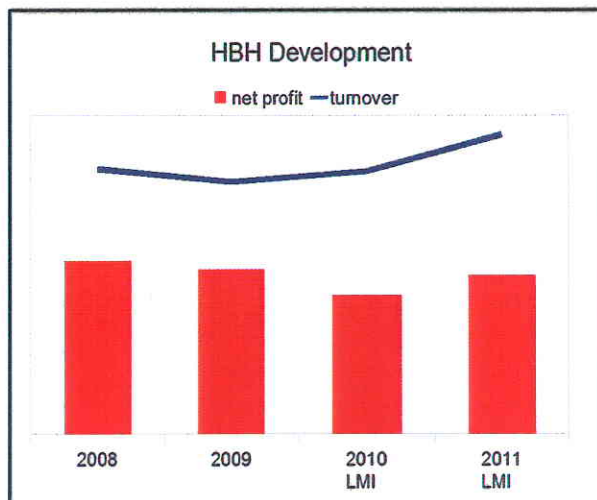
The first program introduction in one of the companies took place in 2007. That experience achieved results in the Effective Personal Productivity® [EPP] and Effective Team Dynamics® [ETD], (30 programs altogether) and constituted a crucial argument in the decision that was made two years later.

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## LMI Programs

Beginning September 2009, and over the next three years in four stages, HBH leaders participated in these programs:

**Effective Personal Productivity®**  
**Effective Selling Strategies®**  
**Effective Motivational Leadership®**  
**Effective Team Dynamics®**



The realization of the project was conducted in accordance with the saying "leadership starts at the top, or it doesn't start at all," and the Total Leader® Concept, which recommends development of integral leadership in all ranks of an organization.

The EPP program was introduced in Stage I, September 2009 thru June 2010, among the members of management teams in 15 companies/groups with 150 participants altogether.

After a significant improvement of the management representatives leadership quality, the company decided to strengthen the HBH sales force. Stage II introduced the ESS program March thru December 2010 to a group of 160 sales representatives (traders, salespeople.)

The reason for the undertaking of the EML program in Stage III was HBH's declaration of a need to expand the good changes and trends of the time and of the willingness to strengthen the already visible leader qualities. They introduced 170 EML programs, once again to their management team.

The final stage of the HBH project was the implementation of the ETD program involving 270 participants. All the participants had previously taken part in the EPP, ESS or EML programs, but this time they were assigned different configurations of teams working together every day.

The general goal of HBH that set itself before this stage of the project was the final consolidation of attitudes, habits and effective ways of functioning. This stage of the project was to help the HBH Group strengthen the impact of the broader teamwork factor. It was both the effect of increasing the effectiveness of existing teams, as well as creating new teams, where such a need had been diagnosed.

The true partnership between HBH, LMI and the consciousness of achieved results are further proven by joint speeches during leadership lunches. This is a prime example of a WIN-WIN relationship, a relationship that is not simply about promotion or the next program sale for LMI, but about building and reinforcing the position and image of the HBH Group. It is also proof that HBH is able to effectively develop its own "leadership brand," which means that it allows its quality of leadership to be verified by others and to help HBH dominate the market and maintain its position as leader.

**Michal Marcinkiewicz**  
**Licensee**  
**Poland**

