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HOCHLAND STRIVES TO BE A FRIENDLY PLACE TO WORK FOR EVERYONE

4.2 LEADERSHIP PROGRAM

In 2023, the **Leadership Program** was launched at Hochland Poland.

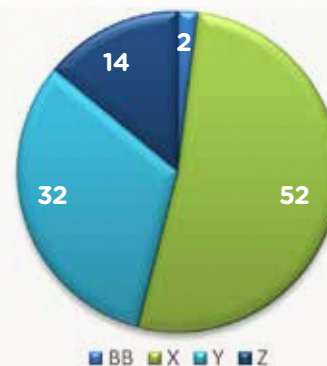
The project used a design method called Design Thinking, there is a step in it that talks about “empathising”, that is, “stepping into the shoes” of the other person, understanding the process, the situation, the environment. The diagnosis (empathisation stage) was built on interviews, conducted by the **“Leadership Ambassadors”**.

One of the 6 leadership areas identified for further work was identified as generational management. Every generation has own unique and unrepeatable value. The generations that are active in Hochland Poland are: the **BB generation (1946-1964)**, **generation X (1965-1979)**, **generation Y (1980-1994)**, **generation Z (1995-2009)**. The aim of the project is to identify the advantages of employees diverse in terms of age and seniority, and to create conditions for even better management of generational diversity in Hochland and to promote mutual sharing of knowledge and experience.

AREAS OF LEADERSHIP	PURPOSE
LEADER PROFILE	a common understanding within the organisation of what qualities a leader should possess
POWER OF MOTIVATION	updating the set of instruments with which Leaders can keep motivation at the right level
COMMUNICATION/FEEDBACK	equipping Leaders with tools for effective communication and feedback skills
GENERATION MANAGEMENT	developing a set of tools/activities for generational management, knowledge transfer and increasing awareness in Hochland about generational management and diversity
SHARING OF OBJECTIVES	creating a system for mapping, aligning, cascading and communicating, and ultimately clearing key objectives for teams/departments at different levels of the organisation taking into account the specific work/challenges of interdisciplinary teams
INTERDISCIPLINARY TEAMS	training leaders to work effectively in multidisciplinary teams based on project management principles

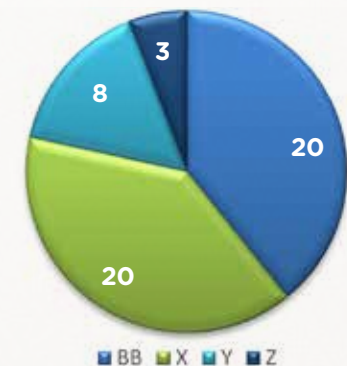
Work on the various projects is ongoing and should be completed by the end of 2024 year.

The generation in Hochland Poland [%]



BB (1946-64), X (1965-79), Y (1980-94) i Z (1995-2009)

Job seniority by generation [years]



BB (1946-64), X (1965-79), Y (1980-94) i Z (1995-2009)