

# Elevation Group



Leadership as the key to sustainable growth within a growing organization



## About Elevation Group

Elevation Group is a full-service partner in high-quality IT staffing. With more than 300 employees and a network of 30,000 IT specialists, the organization helps companies find the right professionals in all contract forms—from recruitment and selection to secondment and interim solutions. The combination of entrepreneurship, a strong sales focus, and a driven team has resulted in impressive growth.

## The Challenge

Due to the rapid growth of Elevation Group, young professionals quickly advanced into leadership positions. While they excelled in their roles as sales professionals, it soon became clear that experience and guidance in leadership were lacking.

“We have team leads and managers who achieved outstanding results within just a few years of joining the company. But leadership is a different skill set altogether,” explains Michiel Mulder, Chief Marketing & People Officer at Elevation Group. “Being a great salesperson doesn’t automatically make you a great leader. And we started to see a real need for structured leadership development.”

The organization had already embraced a culture of continuous growth under the banner Grow in Life, where personal development and leadership take center stage. However, more was needed to develop promoted experts into even more successful managers who could enhance retention and foster a culture of trust, helping their teams advance faster and further. Additionally, there was a need for a



“By investing in leadership, we have not only strengthened our managers but also laid the foundation for a stronger, future-proof company culture.”

- Michiel Mulder, CMO / CPO

systematic and scalable approach that could be applied both nationally and internationally, ensuring that the German branches could also be involved.

## The Solution

Elevation Group chose FranklinCovey and utilized the FranklinCovey All Access Pass as the foundation for the collaboration.

“We were looking for a partner that not only had the right expertise but could also scale with our growth ambitions. FranklinCovey offered that scalability and proven experience,” explains Michiel Mulder.

One of the key elements of the approach was the implementation of a train-the-trainer model. Internal leaders were trained and certified to deliver FranklinCovey programs in-house. This allowed the organization to build leadership development into its DNA, reduce reliance on external FranklinCovey trainers, and tailor content to fit the unique context and culture of Elevation Group.

Additionally, specific leadership programs were rolled out:

- **The 4 Essential Roles of Leadership:** Developing strategic leadership for senior leaders.
- **Leading at the Speed of Trust:** Strengthening trust within teams and the organization.
- **The 6 Critical Practices for Leading a Team:** Essential skills for new managers.

These programs were fully integrated into the existing People Development framework and became a cornerstone of Elevation Group’s approach to

leadership. The focus was not only on developing technical or operational competencies but also on enabling managers to lead with authenticity, empathy, and impact.

## The Result

The results of the leadership development programs were felt across the organization in both tangible and intangible ways. The training had a profound impact on management effectiveness, team collaboration, and overall organizational culture.

One of the most immediate and visible changes was the improvement in communication between managers and their teams. Managers started to engage in more productive, open, and balanced conversations with their teams, which led to stronger relationships, increased employee satisfaction, and a more inclusive work environment.

“The most gratifying feedback we’ve received is seeing managers embrace the concepts they’ve learned and apply them directly to their teams,” Michiel reflects. “Our people only use what works. The fact that they are enthusiastic and actively implementing it speaks volumes.”

In addition to enhancing communication, the program also had a measurable impact on employee retention. By equipping managers with the skills to better understand, support, and motivate their teams, the company saw an increase in employee loyalty and a decrease in turnover. As Michiel explains, “Reducing employee turnover has an immediate and significant impact on the business. The investment in leadership is

paying off in terms of retention, and that translates directly into a stronger bottom line.”

Furthermore, the active involvement of the Board in the training sessions set a strong example, further reinforcing the cultural shift. Regular evaluations ensure that the impact of the training is continuously monitored and optimized.



### Website

[www.elevationgroup.nl](http://www.elevationgroup.nl)

### Branche

IT-Staffing & Consultancy

### Employees

>300

### Challenge

Rapid promotion of young leaders without sufficient leadership experience and the need for a scalable development approach.

### Solution

- Train-The-Trainer
- The 4 Essential Roles of Leadership
- Leading at the Speed of Trust
- The 6 Critical Practices for Leading a Team



The FranklinCovey All Access Pass helps you get the most value out of your L&D investment by providing access to content and technology, as well as a deep bench of experts to design and deliver a unique learning experience tailored to your organization’s needs

For more information, please contact FranklinCovey at [info@franklincovey-benelux.com](mailto:info@franklincovey-benelux.com).

