

DARING participative leadership in Russia



Leroy Merlin, DIY Leader in Russia: 14 300 employees

Vera Boyarkova - Davos March 10th 2015



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OUR CONTEXT IN RUSSIA



the 3 D's challenges

*Demography
Defence
Diversity*

Demography

More than 1/3 of kids are unique
children

An exceptionally high male death rate

Male life expectancy : 61

Decrease of the population
by 40 million in 2050
(worst scenario case)

Defence





Diversity

DARING PARTICIPATIVE LEADERSHIP

***Building a company culture &
revisiting our values***

***in a country where most of the organisations are TOP down
with a high level of power distance***

« My Life - My Company »



**An INNOVATIVE combination of
PHYSICALITY and anonymous
VIRTUALITY.**

Our key to success



CHOOSING

the words

Cultural assessment
On line



MEANING

of the words
eDialogue



FORMULATING

the words
Roles & Responsibilities



LIVING

the words
House of creativity

8 000 employees shared their views on
line

13 000 employees attended workshops
3 months



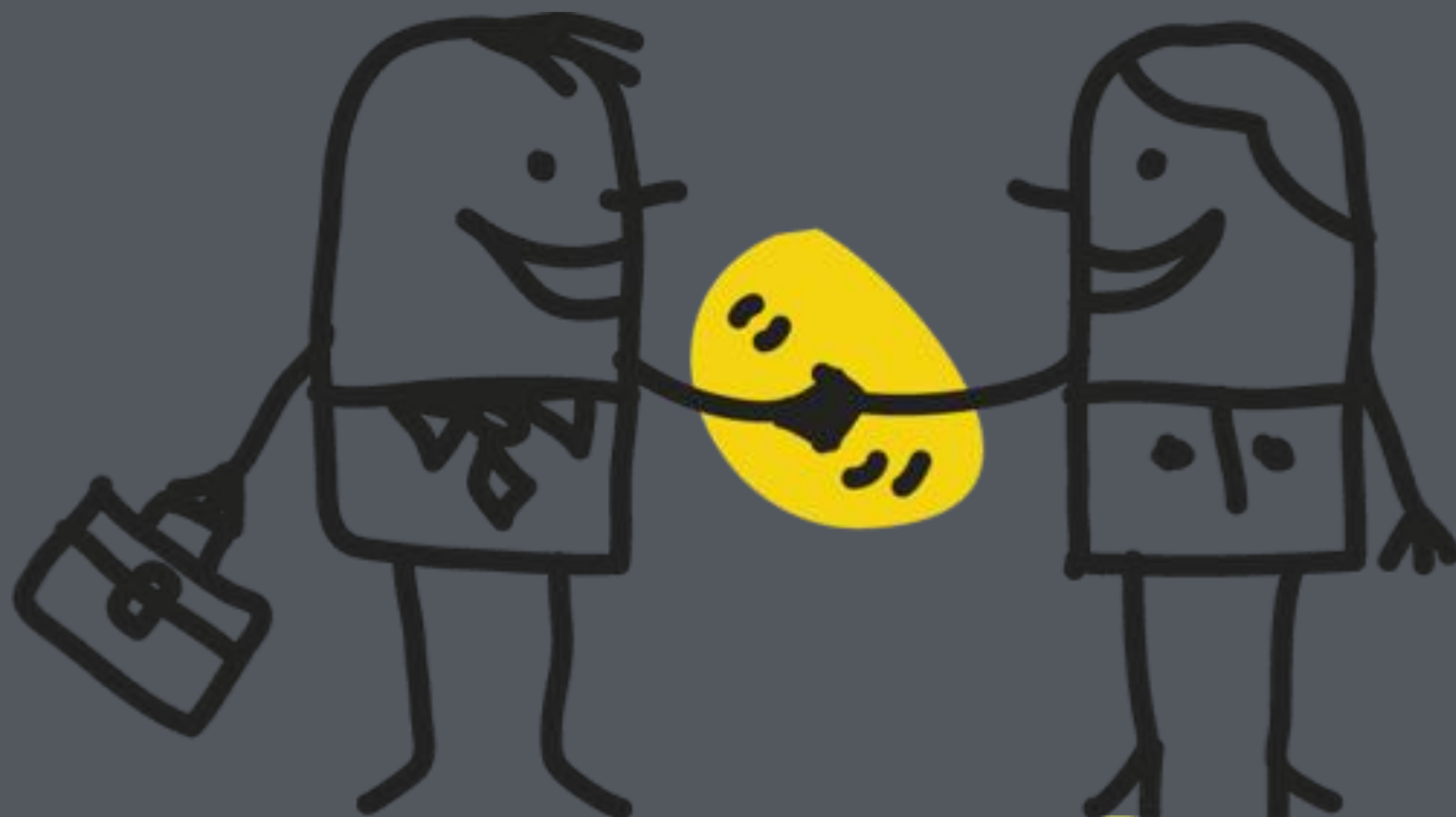


The results?

The background of the slide is a faded, misty photograph of St. Basil's Cathedral in Moscow. The cathedral's colorful, onion-shaped domes and towers are visible through a thick layer of fog. In the lower foreground, the silhouettes of several people are seen walking along a path, adding a sense of scale and atmosphere to the scene.

Nurturing a sense of belonging Capacity to NAVIGATE in the FOG

In one year:
Turnover 4 points DOWN
Employee Commitment 8 points UP
Increased employer attractiveness



СПАСИБО!

Thank you!