

## CASE STUDY | LINDIG Fördertechnik GmbH

**LINDIG Fördertechnik GmbH** is a family-owned and operated business headquartered in the heart of Germany. Founded in 1899, LINDIG has grown from humble beginnings to become one of Germany's foremost provider of forklift and equipment services, rentals, and sales. Now, with six locations, a training center, and over 300 employees, LINDIG is no stranger to the changes and challenges of managing a rapidly growing company.

Since Sven Lindig took over as Chief Executive Officer of the company from his father in 2010 it has almost tripled in size. Sven had some very different ideas about the role and responsibilities of being a leader than his father had before him. "Leadership is not just about having a nice title on your business card," says Sven. "No, you are a servant of the people you work with. This is the essence of the difference between leadership and management." Sven wanted to change the company from running it as a "top down dictatorship" to opening it up to empower his employees and give them the opportunity to grow and innovate the business.

To accomplish this vision, Sven needed to find a way to develop the skills that his managers needed to have the competence and the confidence to make important decisions and manage locations and departments on their own. They began to look for tools or workshops that they could use to accomplish this goal. That is when they found Crestcom.

"It was exactly what we were looking for to empower our managers and make change happen in our company," says Stefan Keil, Chief Financial Officer at LINDIG.

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Sven Lindig  
CEO



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Sven was impressed with the methodology that Crestcom's Bullet Proof® Manager program provided. "I like to use the analogy of filling a bucket," explains Sven. "You can try to fill a bucket with a high pressure hose, and maybe some of it will stay in the bucket, but most of it comes back. You can't fill your head with a lot of knowledge all at once. You need to learn something new and then apply it to internalize it before going on to the next thing. The Bullet Proof® Manager is sustainable learning in this way, and that is why I like it."

Sven Lindig initially enrolled himself and his top ten managers in The Bullet Proof® Manager leadership development program in 2013. Since then, they have enrolled 30 additional managers in The Bullet Proof® Manager and intend to continue developing the management team through the Crestcom Continuing Education program.

Both Stefan and Sven agree that the biggest benefit they are seeing from their leadership development investment is in the change of mindset in their managers, the empowerment of their employees, and the improved satisfaction of their customers. "The value in terms of Euros is not so important to me," explains Stefan. "More important is that we are empowering our employees and satisfying our customers. The financial benefits follow. It's in the big picture that, overall, we are experiencing and projecting long-term growth."

The team at LINDIG has nothing but wonderful things to say about their leadership development facilitator, Wolfgang Struensee. "He is our most beloved trainer and consultant. He is not only a trainer to us, he has really become a good friend over time," says Stefan.

"He makes brilliant trainings," says Sven. "The system is great and I always learn new things. I have never sat through one of the classes and felt like I'd heard it all before. There are many new things for me — and I have been through quite a lot of trainings."

LINDIG Fördertechnik GmbH is the winner of the 2016 Crestcom Global Leadership Growth Award. This award is given to just one company or organization each year that demonstrates an extraordinary commitment to talent and leadership development. The culture of integrity, passion, excellence, innovation, and continued development present at every level of the LINDIG organization set them apart from the competitive selection process as a clear winner for this year's award.



## About Crestcom

Crestcom International, LLC is an international interactive leadership development and sales training organization that has trained more than 1 million leaders representing 20,000 businesses in 60 countries across the globe.

Crestcom does this through a unique blend of live-facilitated multimedia video, interactive exercises, and shared learning experiences, followed up by action plans and accountability sessions to ensure measured development in key leadership competency areas.

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