

CLIMB TO ALIGN

When people align, performance follows

How MatchFit helped HH Global transform a reactive client relationship into a strategically aligned partnership, creating stronger collaboration, greater efficiency and more than £600,000 in new business opportunities.



THE CHALLENGE

Move from reactive supplier relationships to strategic partnerships centred on client priorities.

AT A GLANCE

£600k+ New CCEP business opportunities created	60% Reduction in time spent in key meetings	5 of 7 Programme KPIs fully achieved at programme close	£137k Immediate short term digital proposals generated	\$6m+ Estimated additional revenue opportunity across HH Global's top 10 clients
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PROBLEM

HH Global had a positive relationship with Coca Cola Europacific Partners, CCEP, although much of the relationship remained reactive and was routed primarily through Procurement.

The introduction of a new Commercial team at CCEP created an opportunity to work in a more strategic way. However, there was no agreed model for how Commercial, Procurement and HH Global should work together.

Roles lacked clarity. Strategic priorities were understood at a high level, with no structured way to translate them into aligned activity.

For HH Global, this created a bigger opportunity.

Through MatchFit's existing work with HH Global on its international Pathfinders Leadership Programme, the teams recognised that leadership and behavioural development could be taken directly into the client relationship.

The aim was to help HH Global move from supplier to strategic partner, deepen understanding of CCEP's priorities and create new opportunities for innovation, efficiency and growth.

CLIMB has been invaluable in helping us align our teams and sharpen our focus. It's given us clarity on commercial priorities and created a productive platform for collaboration.

ALWIN RUIMSCHOTEL, GLOBAL HEAD OF SHOPPER MARKETING AND DIGITAL, CCEP

SOLUTION

MatchFit created CLIMB to Align, bringing together HH Global, CCEP Procurement and CCEP Commercial in a three way development programme. The programme was built around the real experience of the people involved.

1

Discovery

MatchFit conducted in depth stakeholder interviews across HH Global and CCEP. The diagnostic explored what was working, where alignment was breaking down and what needed to change. This work also established seven clear measures of success.

2

Alignment

MatchFit worked with HR, OD and senior commercial stakeholders to share the findings and create ownership of the change. Participants then came together through face to face sessions in London, Rotterdam and Berlin. Using MatchFit's phenomenological methodology, 360 analysis and coaching, participants explored real relationship dynamics, communication patterns, responsibilities and business challenges.

3

A new operating model

The teams co created a new way of working that aligned HH Global, Procurement and Commercial around CCEP's strategic priorities. Individual and group coaching then helped leaders apply the new behaviours in everyday work. Progress was tracked against the agreed KPIs throughout the programme.

From alignment to commercial impact

£600k+

IN NEW OPPORTUNITIES

CLIMB to Align directly contributed to more than £600,000 of new CCEP business opportunities for HH Global.

£137k

Immediate short term digital proposals generated

\$6m+

Estimated opportunity across the top 10 clients

60%

Less time spent in key meetings

Reactive relationship



Strategic alignment



Commercial growth

OUTCOME

CLIMB to Align changed how the three teams worked together. A relationship that had largely operated through Procurement became a strategically aligned partnership connecting Procurement, Commercial and HH Global around shared goals.

Greater strategic alignment

Commercial involvement in day to day management was achieved. HH Global's understanding of CCEP's strategic goals was rated as very good, with stronger understanding between the Procurement and Commercial teams.

Clearer roles and governance

The programme created greater clarity around responsibilities and ways of working. Teams now independently use the operating model developed through CLIMB to Align, demonstrating that the new approach has moved into day to day practice.

Greater efficiency

Meetings between Procurement and HH Global moved from daily regional meetings to twice weekly. This reduced time spent in meetings by 60%. The success led to a wider review of meeting effectiveness.

Stronger innovation

A new innovation roadmap was developed, presented to the senior leadership team and approved. HH Global also strengthened its ability to provide CCEP with industry and competitor insight.

IMPACT

The programme delivered commercial value as well as behavioural change.

£600k+ in new opportunities

The stronger relationship created new opportunities including:

- Shopper Research
- Content Adaptation Optimisation
- Digital Content Activation
- Strategic consulting support

Initial short term digital proposals alone represented £137,000 of potential work.

A scalable model for growth

What began as a pilot has become a broader commercial proposition. HH Global is now incorporating CLIMB to Align into major client renewal proposals, using it as a way to strengthen relationships, differentiate its offer and demonstrate long term value.

Based on the CCEP experience, HH Global estimates that applying the approach across its ten largest clients could contribute more than \$6 million in additional revenue, alongside increased renewal success.

Sustainable behavioural change

Five of the seven programme KPIs were fully achieved by programme close, with activity continuing against the remaining measures. The strongest evidence of sustainability is what happened after the facilitated programme. The teams continued to use the operating model independently. New behaviours became part of how the relationship operates.

The impact of the program has been overwhelmingly positive. It is clear that the performance improvement points have been absorbed and truly implemented, with visible and meaningful results for all stakeholders at all levels.

EMMA FELLS, VP, CLIENT ENGAGEMENT, HH GLOBAL

THE MATCHFIT IMPACT

CLIMB to Align demonstrates what becomes possible when leadership development is connected directly to business performance.



Stronger relationships

Greater trust, clarity and strategic alignment

Better performance

Clearer roles, fewer meetings and more effective collaboration

New commercial value

More than £600,000 in opportunities from the initial programme

Scalable growth

A model now being applied to major client renewal and growth opportunities