

### **DNLA @ BoConcept:**

BoConcept is the brandname of the largest retail chain in the Danish furniture sector. Nowadays, there are over 260 BoConcept Stores in 60 countries worldwide (including the UAE!).

BoConcept Bavaria – a franchise of BoConcept including 3 stores and approx. 45 employees in total, under the lead of the BoConcept founder's grandson Allan Mølholm, aspired to implement a new corporate culture & value system. This process started back in 2012.

The DNLA concept contributes to help BoConcept achieve its vision. All employees annually go through the whole DNLA development process – all using the Social Competence modules, and the Leadership and Sales Abilities modules, if applicable as a start.

Performance indicators for ROI/Profit, employee engagement, employee satisfaction and implementation of the new corporate culture (to "live" the corporate culture and company values) are included and directly linked to the DNLA data. These results are first discussed with each employee individually, and later, all data is aggregated in various overviews and in the HR-balance sheet. Developments and achievements on all 3 levels – individual, team/group and organizational – and for all parameters mentioned above are mapped over time. Development measures, -strategies and priorities are agreed based on this data intelligence. Training and coaching and individual coaching measures based on these insights, – many of them on the job – help all employees to improve their performance. After one year, a new development cycle begins, to ensure sustainable and continuous improvement.

For more detailed information about the DNLA application @ BoConcept, please refer to

Miriam J. Hohenfeldt, Coach BoConcept Bayern  
Phone: +49 170 761 33 33, E-mail: [mhoh@boconcept.de](mailto:mhoh@boconcept.de)

***Unsere Kernwerte; davon sind wir überzeugt; danach verhalten wir uns.  
„Professionalität – kontinuierliche Verbesserung unserer hohen Qualität, indem wir unser heutiges Potential ausschöpfen.“***

Please find inspiration here: [www.boconcept.de](http://www.boconcept.de).

**BoConcept**



BoConcept x Mads Mikkelsen  
Zwei dänische Stilikonen  
treffen aufeinander

Brand Stores:

BoConcept München - Buttermelcherstraße. 2, Ecke Reichenbachstraße am Viktualienmarkt.

BoConcept München - Sonnenstraße. 19, zwischen Sendlinger Tor & Karlsplatz.

BoConcept Augsburg - Unter den Bogen 1, am Rathausplatz.

Verwaltung:

BoConcept München Verwaltungs GmbH - Vennhauser Allé 280 - 40627 Düsseldorf