

# From Strategy to Action: Building a culture of execution at Home of Living Brands

Case Study



**2COLLABORATE**  
EXECUTING COMMON GOALS TOGETHER



## INTRODUCTION

Home of Living Brands (HOLB) specialises in the sales and marketing of branded household durables. Their passion for their people, brands and products, as well as their consumers, customers and suppliers, drives their success.



Leading from the front: HOLB CEO, Nelli Cele, connects with her people during the YOUNite team alignment workshop, setting a clear vision for the journey ahead.

**As a forward-thinking organisation, HOLB recognised that to sustain their growth and remain an industry leader, they needed a deeply ingrained culture of execution.**

## THE CHALLENGE

To maintain their competitive edge, HOLB set out to translate their vision into strategy and action across the business. This meant building a critical mass of understanding and commitment so that everyone is aligned, engaged and working toward the same goals.

The key challenge was moving beyond simply defining a strategy to embedding a sustainable framework for execution at every level. HOLB needed a partner who could help shape a high-performance culture, one that would empower their people to take ownership and actively drive the business forward.

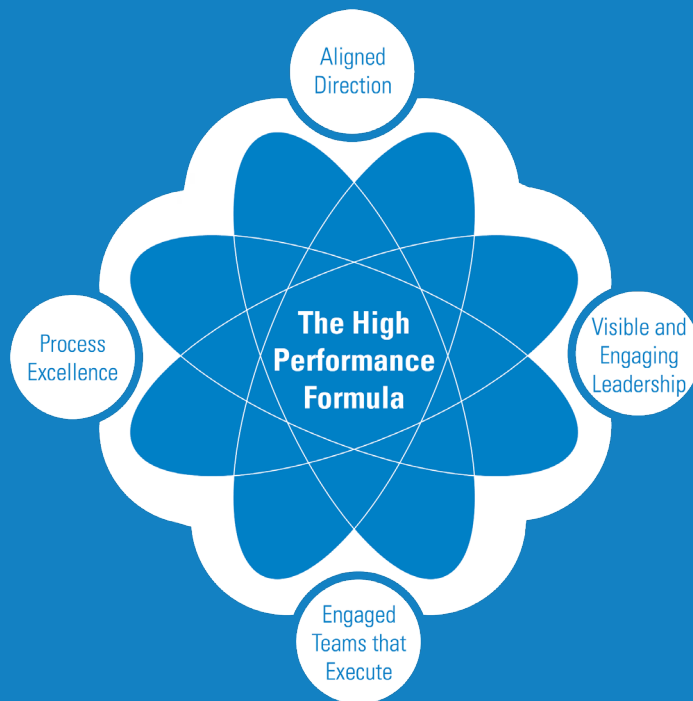
*"We appreciated the structured approach and emphasis on practical outcomes. I recommend 2Collaborate to any organisation looking to build clarity, cohesion and executional momentum through facilitated strategy and team alignment sessions."*

Nelli Cele, CEO

## OUR CONTRIBUTION

To bring their vision to life, HOLB partnered with [2Collaborate](#), specialists in strategy execution and alignment. Working closely with the leadership team, we focused on building the high-performance culture essential for delivering on their goals.

Together, we created a phased journey that would evolve with the business's priorities, ensuring each step built clarity, alignment and ownership among their people. Guided by our proven High Performance Formula, customised solutions were implemented to strengthen HOLB's culture and unlock their people's potential.



## THE JOURNEY

The journey comprised three key steps:

- 1 — Get everyone on the same page: Strategy Map & Scorecards
- 2 — Build a critical mass of understanding and commitment: YOUnite
- 3 — Continue to develop the right attitude and effective teamwork: TeamConnect®

### STRATEGY MAP & SCORECARDS

The journey began with an in-depth consultation that flowed into a two-day strategic workshop with HOLB's executive team. This session focused on articulating the company's vision, direction, strategic priorities and targets.

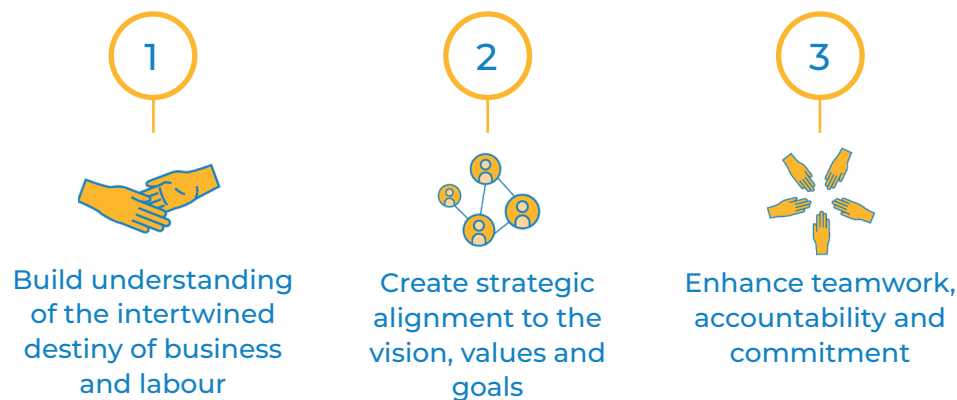
With the High Performance Formula as their guide, HOLB defined the culture and values that would power their strategy.

From this foundation, a one-page strategy map was created - a clear image that captured *where they are going, what's important, and what they stand for*. This became a powerful line-of-sight tool, ensuring every scorecard aligned to a shared direction and set of priorities.

## YOUNITE

With the strategy in place, a condensed one-day YOUNite workshop was delivered to the entire company. This high-impact employee engagement and change readiness programme gave employees a clear understanding of HOLB's purpose and what is required of each of them to live the culture and deliver the strategy.

The three pillars of YOUNite:



This served as a powerful platform to unify everyone around HOLB's strategy, setting clear expectations for the future. As Hennie Brittz, Managing Director at 2Collaborate, shared, this ensured "very clear scorecards and targets for each department".

*"YOUNite gave our teams clarity on their role in driving the strategy and strengthened alignment and accountability across the business."*

Nelli Cele, CEO

## TEAMCONNECT®

Building on YOUNite, HOLB introduced TeamConnect®, 2Collaborate's team performance methodology. Combining structured team meetings with on-the-job coaching, TeamConnect® creates an agile network of teams focused on common goals. Through a cycle of review, goal-setting, team fitness and execution, it strengthens team collaboration, accountability and performance.



By embedding TeamConnect® into daily operations, managers and supervisors were equipped to uphold the leadership standards, drive results and actively build the culture. Ongoing coaching provides support and ensures sustainability.

*"TeamConnect® has brought structure, calmness and control. It has proven of immense value to my team. I highly recommend this methodology to leaders looking to put execution at the forefront of their organisation."*

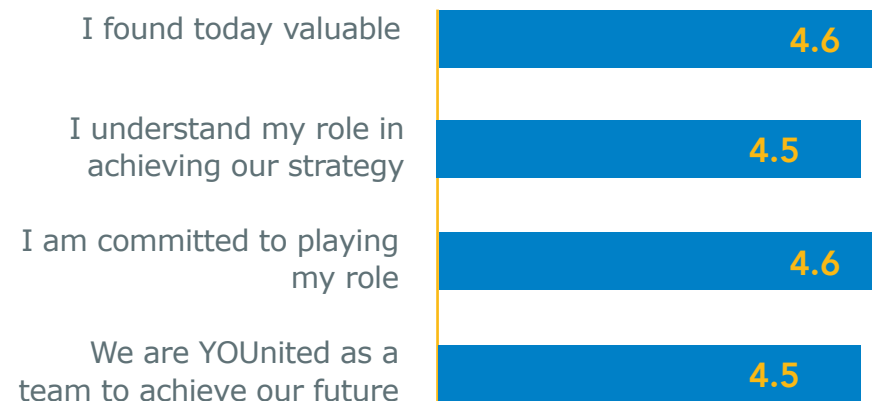
Farzana Hoosen, Marketing Executive

## THE RESULTS

HOLB's journey with 2Collaborate delivered meaningful results.

**The journey not only clarified strategic priorities but also built commitment across teams, as reflected in the ratings of 55 participants following YOUNite:**

**On a scale of 1 (Poor) - 5 (Excellent)**



*"I understand the business needs and see how my personal goals are tied to the business goals."*

YOUNite participant

*"The workshop really brought clarity and helped me understand the bigger picture. It has given us a sense of ownership and responsibility."*

YOUNite participant

Reflecting on the overall outcomes, Nelli Cele, CEO of HOLB, said:

*"The journey has been well-received and impactful. YOUNite helped clarify our strategic priorities and fostered alignment across teams. The follow-through using the TeamConnect® methodology has been instrumental in driving execution and accountability, and we've seen strong traction in the teams that adopted it. The collaboration with 2Collaborate was professional and responsive throughout."*

