



**SMALL WORLD  
ALLIANCE**

*World-Class Organizational Improvement*

# CASE STUDY: INTERNATIONAL

Small World Alliance delivers on our promise to transform organizational effectiveness, whether public sector or public sector, large or small operations. We proudly provide a variety of case studies to reflect sample benefits of our involvement.

## START Holding

### Purpose

START Holding, a temporary agency headquartered in the Netherlands, was trailing Holland competitors in their employment services industry. In contrast to the American approach to “temp agencies”, most people throughout Europe utilize this type of service as a legitimate career path, and these service providers are a mainstay in a very competitive industry. Committed to becoming a leader in the industry, START Holding embarked on an organizational transformation initiative, with Small World Alliance founder Mark David Jones leading the effort.

### Process

After identifying the gaps and opportunities for differentiation within the culturally diverse work environment across numerous countries, the senior leadership team began a leadership development effort that transitioned to an employee engagement and customer service restoration.

Each phase of this extensive plan included awareness training about the key strategies and tactics of excellence as well as coordinated implementation teams that designed and executed value-added actions throughout the organization. Partnering with the prestigious Erasmus University, metrics were established very early in the process as clear measurements of success.

### Payoff

START Holding enjoys an impressive list of accomplishments within the organization, such as dramatically improved employee awareness, understanding, and implementation of operational standards, as well as significantly improved customer satisfaction, loyalty, and referral rates across all countries.

As a result, START Holding is now the second largest agency in the Netherlands, with over 650 storefront offices and growing quickly to become a dominant presence in the very aggressive employment agency industry throughout all of Europe.

**Imagine the competitive edge you can gain from our expert team!**

Call for a private consultation: **888-635-6637** [info@smallworldalliance.com](mailto:info@smallworldalliance.com)