FUTUREWORKS

CUSTOMER CASE

BETONG NORGE × FUTUREWORKS

Goal management, built from the ground up

How Betong Norge established its first system for goal management with Futureworks – combining workshops and hands-on guidance with a digital platform the team uses every week.

> **“The combination of advice and a digital tool has worked well.”**
>
> — Silje Skadal, Communications Manager, Betong Norge

BETONG NORGE × FUTUREWORKS

Starting from scratch

Before Futureworks, Betong Norge had no established system for goal management. There was no shared, structured way to define, follow up and make visible the organisation's goals and activities.

BEFORE

No shared system

Goals and activities with no common place to define, follow up or make them visible.

→

TODAY

One shared overview

Goals, progress and who is working on what – connected to the overall goals.

CONSULTANCY

Help to get started the right way

Futureworks consultant Kim Leinan worked closely with Betong Norge through workshops and meetings – both to implement the system and to help the team formulate its goals.

01

Workshops

Formulating goals together with the team, with external input along the way.

02

Concrete goals

Making goals more specific, relevant and manageable in practice.

03

Implementation

Hands-on support setting up the system and getting it into use.

> **"It was especially useful to get help making our goals more concrete, and more relevant and manageable in practice."**
>
> — Silje Skadal, Communications Manager, Betong Norge

PLATFORM

A weekly rhythm, every Monday

Futureworks gives Betong Norge one digital overview of its goals and progress. It is the starting point for follow-up in the team's regular Monday meetings.

IN EVERY MONDAY MEETING, THE TEAM CAN SEE



What is planned | **What has been done** | **What remains**

What makes the difference

Everything in one place

Goals are collected and logged digitally, giving the team one place to keep track of them.

The same picture for everyone

Everyone has access to the same information and uses the tool actively in follow-up.

FOLLOW-UP

Support whenever it's needed

Betong Norge has had accessible follow-up throughout the process, with easy access to help and clarification along the way. Kim Leinan supported the implementation, and Helene Føllesdal has taken over the follow-up more recently.

> **"Kim has been a great support in the implementation, and Helene has been very good at follow-up more recently. We have experienced the team as professional and accommodating."**
>
> — Silje Skadal, Communications Manager, Betong Norge

FUTUREWORKS

THE TAKEAWAY

Good advice.
A practical tool.
A structured start.

This is the first time Betong Norge has used a digital system for goal management. The value comes from the combination: advice that helped the team get started and build a good structure, and a system that makes it easier to use and follow up that structure day to day.

WOULD WE RECOMMEND FUTUREWORKS?

“Yes. You’ve been on the ball from the start and adapted the follow-up to our needs. Workshops, help with the implementation and follow-up along the way have made it easier for us to get started with goal management in a structured way.”

— Silje Skadal, Communications Manager, Betong Norge