

# GUNNEBO'S Journey Toward Strategic Success

Headquartered in Gothenburg, Sweden, the Gunnebo Group stands at the forefront of the global security landscape, with operations in 24 countries, 10 state-of-the-art production facilities, and over 3,500 employees.

Serving clients in more than 100 markets, Gunnebo focuses on safeguarding valuables, cash, and managing the movement of individuals across diverse sectors, including retail, public transport, and banking.

## Challenges

Following the challenges brought about by the COVID-19 pandemic, in 2020 Gunnebo underwent a change in ownership, being acquired by two private equity firms which delisted the company from the Stockholm Stock Exchange. This brought with it a heightened emphasis on articulating a more precise and detailed strategy for executing Gunnebo's value creation plan.

## Gunnebo's Road to Success

- **Strategic Realignment:** Developed individual business unit strategies alongside an overarching corporate plan, including the divestment of non-core assets.
- **Efficient Execution:** Streamlined reporting and structured initiatives with clear KPIs, timelines, and ownership using the Strategy in Action Platform.
- **Workshops & Coaching:** Challenged leadership assumptions, enhanced strategic thinking, and promoted a growth mindset.
- **Global Alignment:** Unified 50+ executives across three continents, ensuring engagement, clear roles, and strategic alignment.
- **Operational Efficiency:** Reduced complexities of strategy development, saving time and effort with the Strategy in Action Platform.

“ Strategy in Action's style makes the organisation think differently, it makes me think differently. Making me aware of what's around me, when sometimes I'm closing things down because I have a preconceived idea of how something should work, or pan out, but of course it doesn't necessarily have to be that way. That is what really excites me about working with them.



**Andrew Willdig**  
VP Global Customers,  
Gunnebo Safe Storage