

# Defining a Vision & Fostering Strategy Ownership with



Founded in 1984, E-Group has grown from a small family business in Frangarto, Italy, into a leading provider of sustainable indoor climate comfort solutions. With over 300 employees, the group operates through two specialised business entities: Enetec, and Eurotherm.

As a vertically integrated company, E-Group controls the entire supply chain for radiant systems, ensuring high-quality, efficient, and sustainable solutions. With operations spanning multiple European locations, the company serves over 2,500 customers across 30 markets, generating €80 million in annual sales.

## Planning for the Future

E-Group was at a pivotal stage in its growth and recognised the need for:

- A clearly defined five-year strategic ambition, supported by measurable success indicators.
- A structured approach to evaluating market position and identifying future opportunities.
- A unified set of priorities to drive long-term success.
- Greater engagement from leadership and teams in shaping and executing strategy.

## Crafting E-Group's Long-Term Strategy

- **Strategic Vision & Clarity:** Through the Strategy in Action System, E-Group articulated a clear five-year ambition, aligning leadership around a shared vision.
- **Collaborative Strategy Development:** By involving senior leaders and teams in the strategy formulation process, E-Group ensured widespread ownership and engagement.
- **Execution-Ready Strategic Plan:** The finalised strategic plan was communicated across the organisation and prominently displayed in meeting spaces, reinforcing alignment and accountability.
- **Empowered Leadership & Teams:** Through workshops and in-depth discussions, leadership teams refined their ability to critically analyse strategic challenges and drive informed decision-making.
- **Sustainable Strategic Thinking:** The Strategy in Action System equipped E-Group with a structured, repeatable approach to strategy development, ensuring long-term adaptability and focus.

“ Standing in my position, there are undoubtedly blind spots that I cannot perceive. Engaging in challenging discussions, analysis, and broadening our perspectives proved invaluable. Therefore, the strategy has definitely become more complete, much more detailed and robust thanks to the Strategy in Action journey.



**Christian Pezzei**  
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