



## Case Study

# From top-down leadership to continuous development

## Initial Situation

At **Alterszentrum Obere Mühle AG in Lenzburg**, employee conversations were primarily organized in a top-down manner. While conversations did take place, outcomes often got lost in day-to-day operations. Development topics were followed up inconsistently, and employees were only minimally involved in the process.

## flowit as the Solution

**flowit** was introduced not only to **digitalize annual performance reviews**, but also to establish a continuous culture of dialogue and feedback. All relevant conversation formats, from probation and return-to-work meetings to reviews and surveys, are centrally bundled. Topics remain **visible, traceable and present** in everyday work.

Today, flowit is used across **all organizational levels**:

- ✓ **Executive management** uses it for analytics, dashboards, surveys, and the early identification of warning signals.
- ✓ **Managers** use it to prepare and conduct structured conversations, supported by built-in coaching.
- ✓ **Employees across all areas, including apprentices**, use it to actively track development goals and contribute their own topics to conversations.

**As a result**, the entire organization works more closely together: challenges become visible earlier, and interventions can take place in a timely manner - before issues escalate or affect collaboration.



# Measurable Results

## High participation without reminders:

Conversations and reviews are conducted as a natural part of daily operations.

## Reduced administration:

Significantly fewer manual processes for executive management, HR, and managers.

## Continuous development:

Topics are identified early and addressed on an ongoing basis, rather than bundled once per year.

## Higher leadership quality:

AI-driven prompts strengthen the focus on development and support constructive conversations.

# From the Executive Management Perspective

“Before flowit, employee conversations were mainly organized in a top-down way, and important outcomes often got lost in everyday work. Today, topics remain visible and present. The AI prompts improve the quality of conversations, and the dashboards make developments visible at an early stage. Leadership has become more targeted and effective, while significantly reducing administrative effort.”

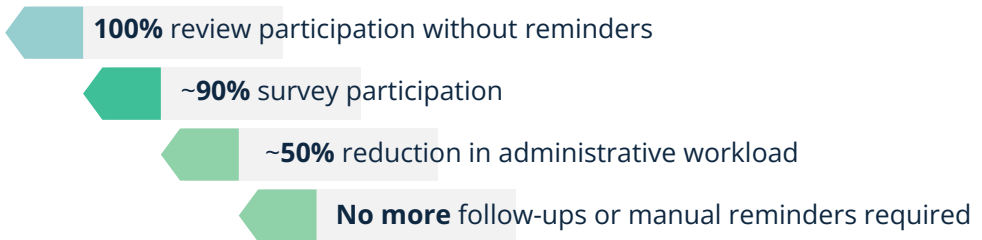


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# Return on Investment (ROI)

At the Alterszentrum Obere Mühle AG, the ROI is reflected primarily in measurable efficiency gains:



The value is not only evident in time savings, but also in clearer leadership, greater accountability, and improved operational stability - **especially for organizations where leadership must function effectively and reliably in day-to-day operations.**

