



Gerda is a 120-year-old multinational steel giant headquartered in Brazil, with operations across 10 countries and over 30,000 employees.

CONTEXT

Gerda sought to enhance its strategy execution and foster a culture of continuous improvement across its vast and complex operations. Recognizing the need to adapt to an ever-changing market landscape and maintain its competitive edge, Gerda embarked on a strategic initiative to optimize its processes and empower its workforce.

CHALLENGES

- Connect individual efforts to corporate strategy
- Streamline complex workflows, eliminate unnecessary layers of bureaucracy and complexity, and optimize resource allocation.
- Foster a culture of accountability
- Establish clear, consistent, and transparent communication channels to ensure that employees were always aware of company expectations, ongoing developments, and significant achievements.

SOLUTION ADOPTED

To overcome its strategic challenges, Gerda implemented Actio's **Tune module** – a comprehensive, web-based platform for strategy execution and performance management – to align daily activities with broader organizational goals. Tune enabled the company to clearly link individual contributions to strategic objectives, establish accountability by assigning ownership of KPIs and initiatives, and improve communication through automated updates and reminders, fostering alignment, transparency, and engagement across all levels of the organization.

RESULTS ACHIEVED

- Enhanced Employee Engagement
- Increased operational efficiency by simplifying processes and aligning efforts
- Improved alignment to execute its strategy more effectively and achieve its objectives faster.
- Stronger Culture of Accountability