



From Insight to Impact: HEMA's Culture in Motion



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Listening as a starting point: Only by listening can HEMA gain a clear understanding of what is working well and where opportunities for improvement still exist.

2

Creating opportunities for growth: HEMA invests in learning, development, leadership and internal career progression so that employees can continue to learn, develop and build their careers.

3

Turning feedback into impact: The true value of the Great Place To Work® journey lies not in measuring culture itself, but in how those insights are translated into meaningful action.

The first step towards a high-trust culture

The results confirmed the strong foundation of trust, respect and collaboration across the organisation, earning HEMA a place on the Best Workplaces in Belgium list.



Turning Employee Feedback into Meaningful Action (74%)

With the survey insights as a guide, HEMA made targeted investments in learning and development, onboarding, leadership, and internal career opportunities.

Reconnecting with the employee voice (74%)

Strong collegiality and a strong sense of connection within teams, combined with valuable insights into how employees experience growth opportunities and professional development.

From Action to Long-Term Integration (73%)

New HR initiatives focused on career development, transparency, wellbeing and performance management helped make employee feedback an integral part of the organisation's culture.

"Great Place To Work helps us move beyond assumptions and focus on genuine employee feedback. The greatest value is not found in the scores themselves, but in the stories behind those scores. Those stories help shape how we continue building a HEMA where people enjoy working, growing and collaborating."

-Lauriane Verschoren, Human Resources Manager, HEMA BELUX