

## Learn how **EasyPark** Strengthened their Culture through Evoloshen's Language of Trust

“ The biggest impact from the program was that it glued us together in an amazing way at the same time as we developed both personally and professionally. ”

- Johan Birgersson, CEO

### About EasyPark

EasyPark has created a 21-century perspective to what most of us in the world think is an oxymoron – making it easy to find and manage parking for your car.

But it's not just about making it easy to park (which would blow the mind of many residents in many of the world's largest cities), as their website explains [www.EasyParkGroup.com/](http://www.EasyParkGroup.com/), EasyPark's mission is to help build smarter more livable cities – one parking spot at a time – by creating a parking ecosystem and balancing the parking supply and demand.



### Challenge

Like any company in 2020, EasyPark's internal ecosystem needed a bit of a boost to counter the disconnect their employees were feeling because of working remotely and not being able to have their annual “kick on” meeting in person as usual.

### Solution

In the fall of 2020, all 320 of EasyPark employees across their 15 countries, dialed in from their work-from-home locations and took an “expedition” in six 90-minute sessions. They learned skills, techniques and the science behind “Conversational Intelligence”, the language of trust, to build conversations with their colleagues and create a foundation for large scale collaboration.

Evoloshen's customized program for EasyPark was built on its unique approach to cultural transformation. Like EasyPark's larger vision for making urban life easier for citizens, business and institutions through digital parking technology, Evoloshen provides a larger vision for each of its clients through proven outcome-driven methodologies and frameworks to educate and train both leaders and employees on the skills and techniques to:

- Build trust and credibility
- Increase connections and improve collaboration
- Manage and reframe their thoughts, feelings and actions
- Learn to excel, especially during uncertain times
- Be more open to change
- Build up resiliency
- Develop a growth mindset

Over the six-week period during the middle of Covid lockdowns, EasyPark leaders and employees engaged in an in-depth, online training that was customized to EasyPark's needs a by close collaboration with project lead, Rebecka Holberg, the Human Resources Director. The materials included

### More on EasyPark

Multi-national company doing business in 2,200 cities in 20 markets

Creating parking excellence by managing 1 million parking spaces and 10 million users since 2001

Europe’s most used parking app



training materials, custom-selected tools and techniques they were asked to practice with each other in between sessions, and participate in online breakout sessions during the training to share their learnings and demonstrate their new-found skills with employees across the company.

### Results

When both leaders and employees alike have a common understanding of these scientifically proven techniques and skills, it enables them to create together around an expanded sense of purpose to improve **employee engagement, leadership credibility, increase productivity, attract and retain top talent, create high performance, and increase profits.**

“Although this was the company’s first online training program, I am amazed at how powerful the experience was for employees – even for those who felt this experience was outside their comfort zone”. Rebecka Holberg, Human Resources Director

Other employees also shared what they appreciated most about their experience:

- “Wonderful to work for a company that cares about and invests into its employees, even in these difficult and “distanced” times.”
- “Top notch content, tools and exercises. I find it absolutely mind boggling (good!) that the \*entire\* company is participating for the \*entire\* 6 weeks.”
- “Asking for clear expectations helped me to manage the situation with my boss in Italy and in Sweden by asking them what they expect from my role and how can we work together as a team.”
- “It is hard to pinpoint one single thing that has been most valuable. I think the entire expedition as such has been and that we have decided to take on this journey is the most valuable. At EasyPark we already had a great spirit of collaboration, but with this journey we have taken this to the next level. These insights and knowledge will enable to take the company even further, and we as individuals will make a difference in the society when we take these insights and skills outside EasyPark in our day to day life.”
- “I enjoyed that we touched upon the both theoretical and emotional background of having conversational intelligence. The amount of positive energy coming from each session and break-out rooms made this a spotlight of the week!”
- “I am very grateful for this, not only will it help improve my professional life, but I have already seen the impact in my personal life. I am beyond lucky!”

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**“ To get to the next level of greatness depends on the quality of our culture, which depends on the quality of our relationships, which depends on the quality of our conversations. Everything is happening through conversations. ”**

*- Late. Judith Glaser  
Author, academic, business executive,  
organizational anthropologist,  
and founder/CEO of Benchmark  
Communications, Inc.*

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### About Evoloshen

Evoloshen is an international corporate training and consulting company that provides a unique approach to **Cultural Transformation**. Our proven outcome-driven methodologies and frameworks help organizations **significantly increase cultural engagement and develop more effective trustworthy leadership**. We make it easy for our customers to work with **Employee Engagement, Trust, and Purpose** as sound business strategies to **increase productivity, attract and retain top talent, create high performance, increase profits and experience more joy at work.**

For more information: [www.Evoloshen.com](http://www.Evoloshen.com)