

CASE STUDY

# Empowering a Global MedTech Leadership Team

Client: Jason Klomp, Managing Director of Vision Care UKIE, Alcon

---

 **Zestfor Alcon**



# Outcomes

- ✓ Consistent market share growth
- ✓ Improved team alignment & engagement
- ✓ Clear internal recognition of a 'turning point' in team culture

## Background

Alcon, a global MedTech leader in eye care, with operations spanning surgical and vision care, sought to accelerate growth and unify a recently restructured leadership team in the UK. The team, responsible for contact lenses, lens care, and dry eye products, was adapting to its fourth leader in just four years – a period marked by flux, new expectations, and untapped potential.

## The Challenge

With ambitious goals to regain market share and build a cohesive leadership team, the incoming Managing Director recognised that conventional approaches wouldn't cut it. The team needed a safe space to align, strengthen communication, and establish a shared direction. Importantly, the leader needed to be part of the process, not just at the helm – something that would require expert facilitation and trust.

# The Zestfor Approach

Zestfor were brought in for their unique, flexible approach. Known for co-creating high-impact experiences, the company's facilitator worked closely with Alcon's Senior Leader to tailor a series of offsite sessions using frameworks like Patrick Lencioni's management model and Insights Discovery®. These sessions focused on:

- Building trust and psychological safety
- Clarifying team dynamics through Insights Discovery®
- Developing a Team Charter
- Establishing new ways of working
- Coaching in-the-moment and beyond

Zestfor's facilitation wasn't prescriptive. Instead, they continuously adapted the agenda in real-time to meet the team's energy and goals, checking in with the leader throughout to maximise momentum.

## Results

- Consistent market share growth (the first in years)
- Improved team alignment and engagement
- A leadership team equipped with practical frameworks and language
- A trusted, bespoke Team Charter for long-term direction
- Enhanced leadership capability through direct coaching
- Clear internal recognition of a "turning point" in team culture

Zestfor's work didn't stop at the offsite workshops. They later coached a team member ready for the next leadership level, building on the facilitator's deep understanding of the team's journey.



“

“Zestfor’s involvement was absolutely worth the investment. The bespoke, co-created approach helped me grow as a leader and gave the team the space to come together and move forward. We’ve seen sustained market share growth, and my boss has said: whatever we’re doing – it’s working. I couldn’t ask for more.”

**Jason Klomp, Managing Director of Vision Care UKIE, Alcon**

## Why Choose Zestfor?

Zestfor doesn't deliver cookie-cutter workshops. We tailor our approach to fit your specific team dynamics and goals - working at the pace you set to co-create solutions that drive sustainable performance. Our coaching and facilitation solutions are tailored, trusted, and transformational, equipping leaders and teams to thrive.

## Need help transforming your team's performance?

If you're navigating team change, leadership transition, or performance plateaus – Zestfor is your partner in transformation.

Contact us today to discuss how we can tailor a solution to your unique challenges:

Visit: [www.zestfor.com](http://www.zestfor.com) | Email: [Enquiries@zestfor.com](mailto:Enquiries@zestfor.com) | Call: 0845 548 0833

**Let's co-create solutions that drive sustainable performance!**



Call:  
0845 548 0833

Email:  
[enquiries@zestfor.com](mailto:enquiries@zestfor.com)

Visit:  
[www.zestfor.com](http://www.zestfor.com)

Let's create a culture of success together!