

Case Study.
Somdia.
Ivory Coast.
Agriculture, Food & Beverage.

Leadership, routines, and performance: Somdia's winning approach

Challenge

The Somdia Group is an agro-industrial organisation that produces and markets products made from sugarcane and local grains in Africa, for Africa.

To face increasing economic pressures in the market and achieve its performance goals, the group aimed to stabilise sugar cube production.

Solution

Somdia partnered with our dss+ Humex experts to equip its teams with best leadership practices, establish structured management routines, and implement UTrakk Daily Management System (DMS):

- Development of the management skills of team leads and maintenance technicians through coaching
- Implementation of performance management tours and equipment check up tours
- Establishment of tour reviews led by the department head
- Establishment of rituals with Quality, Logistics and Supply Chain departments, and providers
- Implementation of a digital system to define and track action plans
- Creation of dashboards ensuring KPI tracking

"We have not only met but exceeded our goals. This success is proof that collaboration based on trust and shared values pays off."

Jean-Jacques Sery, Section Chief, Somdia



Operational results

- 19% increase in tons produced per hour



Strategic results

- 41% improvement in active supervision
- 33% improvement in management skills
- Better vertical communication
- Increased employee involvement
- Creation of a performance culture

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