

Press release

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HLB unveils ambitious strategy, paving the way for unprecedented growth and innovation

HLB has launched its new network strategy, [Innovative People, Brighter Futures](#), outlining key priorities and objectives for the period spanning 2024 to 2027. This plan not only integrates organisational capabilities but also propels HLB into a new era of prosperity by infusing an innovative mindset across every aspect of its operations.

Innovative spirit and competitive edge

HLB aspires to be a challenger brand among mid-tier networks, driven by people-powered innovation. The goal is to deliver positive and sustainable impact by fostering an environment that thrives on an innovative culture, embraces technological changes, and invests in its people.

The strategy revolves around innovation and its impact on five strategic dimensions: People, Advisory Culture, Marketing & Business Development, Technology, and Network ESG.

"Innovation is the guiding force for our strategic journey towards unprecedented growth" says Marco Donzelli, HLB Global CEO. "It's essential to acknowledge that our innovative spirit has already set us apart from competitors, resulting in substantial growth over recent years. Today's business landscape favours those with an innovative and agile mindset. By further investing in our innovative DNA, we have a unique opportunity to surge ahead, distinguishing ourselves even further from our peers."

Cross-Border collaboration amplified by technology

To amplify cross-border collaboration, HLB plans to enhance network coordination through standardised approaches and cutting-edge technology tools, including AI, data integration, and multilingual communications. External strategic partnerships and the expansion of the HLB Affinity Partnership program will further bolster the execution of this groundbreaking strategy.

Bill Hagaman, HLB Global Chairman said:

This strategy aims to propel HLB into its upcoming phase of growth, establishing robust innovation practices and capabilities in leadership, strategy, and processes. Success hinges on our people cultivating an atmosphere conducive to innovation, allocating resources effectively, integrating innovation into communication with clients and external stakeholders, and fostering ongoing learning among staff. The realisation of true value occurs when innovation becomes institutionalised, accepted, and applied across the entire organisation."



NOTES TO EDITORS

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