



Ana Pan: The secret behind their A-player management team

Case study



The brief

Ana Pan is one of the leading family-owned bakery and coffee shop chains in Eastern Europe. The company was born out of the desire to **offer its customers fresh, natural and handmade Transylvanian products**, while also creating a **distinctive customer experience**.

The company also invests heavily in **recruiting exceptional people** and accelerating their management team's development.

Ana Pan by the numbers

30
years
experience

15
locations

200+
employees

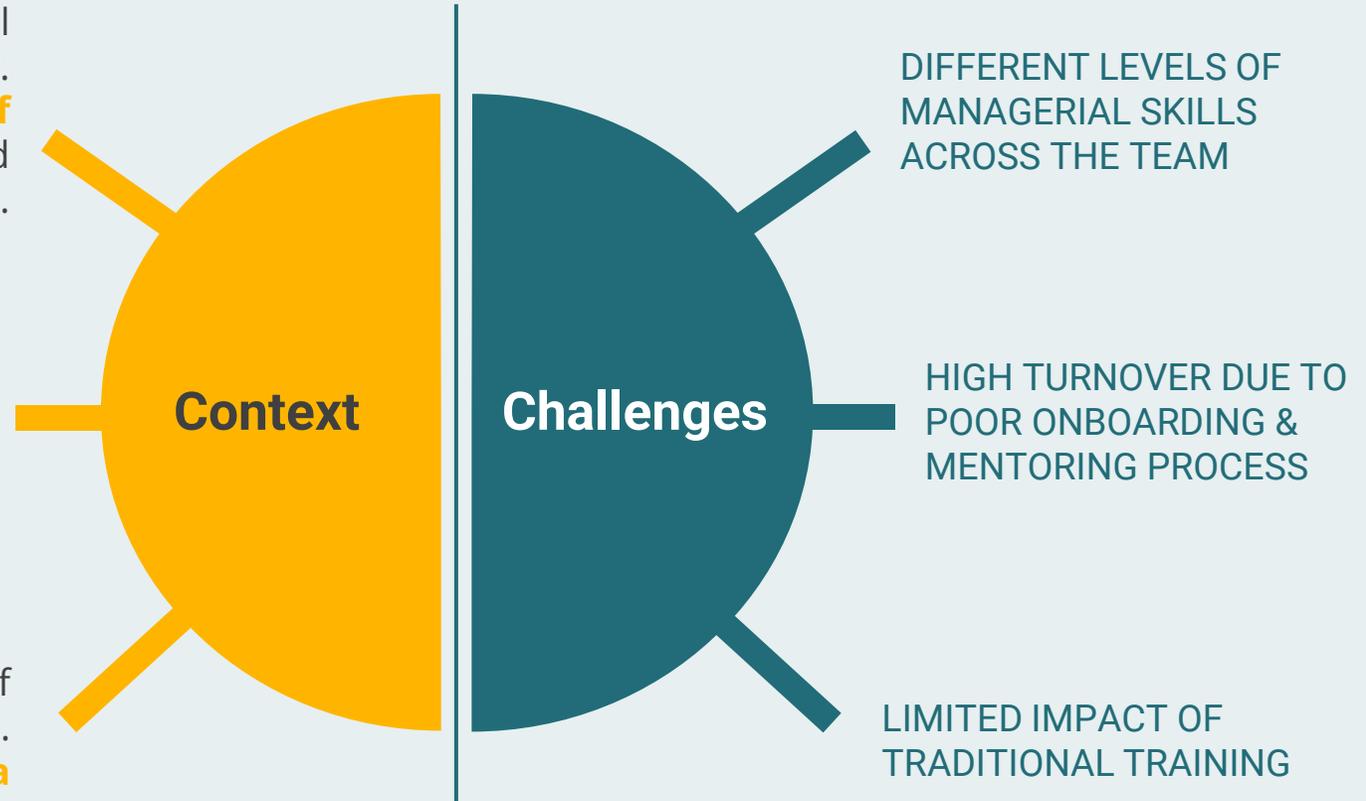


In an industry plagued by high turnover, Ana Pan was looking to differentiate itself.

During the previous three years, the company invested heavily in recruiting high potential staff and accelerating their development. However, **managers were at various levels of knowledge** in managing people, projects and overall driving business performance.

The company also struggled with **+50% early turnover within 3 months of being hired**. Middle managers' lack of skills in properly onboarding new staff played a large role.

Traditional, in-person training fell short of delivering the right content to all employees. **Less than 25% of staff was trained on a monthly basis**, given the challenge of bringing people from 17 locations to the classroom.



The solution

We implemented a four-month-long **blended learning journey** called *Recipe of a Successful Leader*.

At the heart of the journey were **six micro-modular digital missions**, delivered on Moonstar's interactive **Learning Experience Platform**.

Together with Ana Pan's Talent team, we also designed **activities-based in-person workshops**, to accelerate skill acquisition and discuss managers' experiences on the ground.

We targeted the key skills managers need to effectively and empathetically run their teams.

- ✓ Planning your first 60 days as a manager
- ✓ Building rapport with your team
- ✓ Setting SMART objectives
- ✓ Delivering productive meetings
- ✓ Offering impactful feedback
- ✓ Managing conflicts successfully

An immersive program to promote continuous learning

The journey included a mix of digital solutions and experiential trainings to keep learners engaged:

1

An impactful launch campaign, with colorful posters and videos featuring the company's employees.

2

A memorable kick-off meeting, where learners were onboarded on the learning platform and set a personal learning goal.

3

Six digital missions, each containing an interactive video, relevant articles, industry best practices and actionable frameworks. We tailored the content to Ana Pan's experiences and created quizzes to test learners' understanding.

4

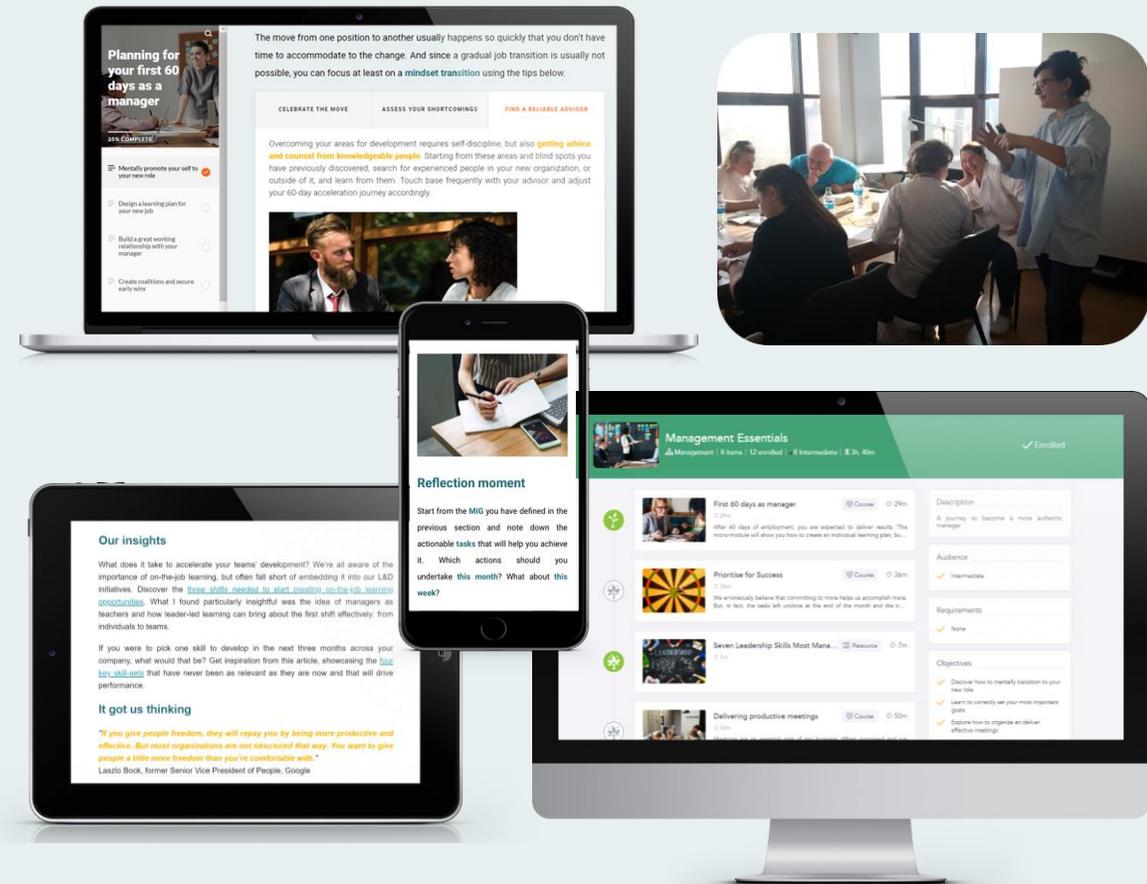
Reflection moments, as scenario-based questions that helped learners identify and solve job-related issues using the tools recently learned.

5

Six customized classroom workshops, which helped learners embed good practices into their daily work routines through role-plays.

6

Bi-monthly newsletters, containing additional learning resources, to continuously drive engagement.



The results



Saved **€39,250 in onboarding costs** by improving the skills of managers to mentor new hires



Saved **€11,040 by reducing classroom training time**



Improved management skills across the organisation



96% of participants confirmed the positive impact of the program on their performance

*“We chose Moonstar and the blended learning approach, through which our colleagues could **access micro-modular courses in Moonstar’s learning platform**. We then brought them to a classroom setting to embed the learning.*

*With this digital and blended approach, Moonstar has helped us **reduce total classroom time to a third** and develop skills for managing teams, effective communication and time management, in a scalable and engaging way.”*



Roccas Cosmatos
CEO Ana Pan

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