



CASE STUDY:  
IONTO HEALTH & BEAUTY GMBH



# CLARITY IN DAILY LEADERSHIP SITUATIONS

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**IHB** IONTO  
Health & Beauty

## ABOUT IONTO

IONTO Health & Beauty GmbH is a family business founded in 1979 and now managed in the third generation by Julian La Fontaine.

The company has 3 business areas in which it is among the leading providers: cosmetic technology, foot care technology and the trade with supplies for the target groups beauty institutes, chiropodists, podiatrists and dermatologists.

With distributors in over 40 countries, the company is represented worldwide and serves the premium segment. With subsidiaries in Germany and Hungary, the company has 200 employees and is certified according to ISO 13485 as a medical device manufacturer.

- Year of foundation: 1979
- Number of employees: 200
- Industry: Cosmetic and medical technology

## CHALLENGES OF IONTO

The managing director of IONTO wants to improve his leadership skills, communication skills and his own appearance. The one solution, the one leadership style, does not exist. So how does effective individual leadership succeed?

**This leads to the following goals for IONTO Health & Beauty GmbH:**

- ✓ Improvement of leadership and communication skills as well as the own appearance
- ✓ Knowledge and application of tools and concepts for leadership in specific situations

## THIS IS HOW TROODI CAN HELP

The learning program "Good Boss - confident and successful people leadership" is specially designed to meet the challenges of IONTO. In this training, participants learn a lot about dealing with employees as well as about different leadership styles

.It was particularly important for IONTO to complete a learning program that not only provides "standard answers" or theories, but also gives room for discussion. Our product troodi Hybrid offers the perfect solution: virtual presence coaching and perfect fitting online learning programs alternate at regular intervals.

Our trainers were in constant contact with IONTO and were always available for questions and personal feedback - this was seen as a great addition to the digital learning programs. Independent online learning and individual coaching - a perfect combination for IONTO.

**"Troodi has managed to create very well structured and high quality e-learning content. The excellent professional and personal competence of the coach, who was able to deepen and illustrate the previously learned theoretical approaches on the basis of situations experienced in practice, make me highly recommend the product".**

Julian La Fontaine, Managing Director  
IONTO Health & Beauty GmbH

How do you deal with specific situations in everyday working life? These and similar questions were addressed in the personal workshops that took place between the independent online learning units. The numerous self-reflection exercises helped the managing director of IONTO to explain everyday challenges and experiences in managing employees in a very accessible model. It also helped him to classify personalities.

## WHAT IONTO LIKES THE MOST ABOUT TROODI

- ✓ Well structured and high-quality e-learning content
- ✓ Excellent professional and personal competence of the coach
- ✓ Competent and friendly trainers, who are motivating to discuss the contents
- ✓ The method mix of videos, text and worksheets
- ✓ The intuitive user navigation within the learning program

## CONCLUSION

troodi has satisfied the managing director of IONTO as he would like to continue using troodi and would highly recommend it to others.

- ✓ Everyday challenges and experiences in managing employees could be explained in a very accessible model
- ✓ Assistance with the classification of personalities was given

**You are now curious about our hybrid trainings? Then please contact us! Together we will find a suitable solution that will help you and your organization grow.**



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