



About Shurgard

Shurgard is Europe's largest self-storage provider, offering secure and flexible storage solutions for both private and business customers. The company's success is built on continuous growth, with new sites being acquired and integrated under the Shurgard brand every year.

Each year, new sites are added and aligned with the brand within months. A pace that demands clear alignment, strong leadership, and a culture that scales as fast as the business itself.

The Challenge

As Shurgard grew, its leadership model became increasingly centralized and results-driven. While this sharpened performance, it also created distance between leaders

and their teams. Local managers operated autonomously, engagement varied, and turnover within Operations reached over 40 percent in 2021.

The Learning and Development team saw an opportunity to strengthen leadership and culture from within, to create one shared way of leading that balanced performance with people-centered values, and helped leaders feel more connected across markets and functions.

"We wanted to create a common language of leadership," says Géraldine, Learning and Development Manager at Shurgard. "Something that unites managers, builds trust, and gives everyone a clear picture of what great leadership looks like here."



"When leaders start using the same language in every conversation, you feel the shift immediately. It's no longer a training, it's how we lead."

- Géraldine Chapelle,
European L&D Manager

The Solution

Building a shared foundation

The journey began with *The 7 Habits of Highly Effective People*®, introduced across Operations to create a shared language and mindset for effectiveness and trust. The program acted as an overarching framework, a “common thread” that connected existing initiatives and tools under one clear model. Managers quickly recognized how many of their existing practices already reflected the 7 Habits principles, which made the framework easy to adopt and apply.

Deepening leadership alignment

Following the initial success, *The 4 Essential Roles of Leadership*® was implemented for Senior District Managers to strengthen vision, alignment, and execution. This next step reinforced the 7 Habits principles and gave leaders a clear way to connect their long-term vision to daily leadership with their teams.

Building Internal Capability

To scale the approach, Shurgard developed a network of internal facilitators: leaders and HR professionals certified to deliver the programs themselves. This ensured that leadership development would grow organically within the culture, rather than depend on external delivery. “When leaders start using the same language in every conversation, you feel the shift immediately,” says Géraldine. “It’s no longer a training. It’s how we lead.”

To sustain the impact, Shurgard implemented the FranklinCovey All Access Pass, an integrated development solution that combines world-class content, expert support, and digital tools for lasting behavior change.



The FranklinCovey All Access Pass helps you get the most value out of your L&D investment by providing access to content and technology, as well as a deep bench of experts to design and deliver a unique learning experience tailored to your organization’s needs

For more information, please contact FranklinCovey at info@franklincovey-benelux.com

The Results

The initiative has strengthened leadership consistency and culture across Europe and helped reduce turnover significantly within Operations.

- Turnover within Operations dropped from over 40 percent to 28 percent, supported by stronger leadership consistency, trust, and ownership among managers.
- A shared leadership language now connects leaders across countries, making collaboration and integration smoother.
- Engagement among district managers and teams has increased, reflected in more open communication and ownership.
- Sustainable internal capability was built, with certified facilitators continuing to expand the program across local markets.

While multiple factors influence retention, Shurgard leaders believe the focus on shared principles and consistent leadership behaviors has played a meaningful role in creating stability and a sense of belonging.

“It gave us a foundation to lead with the same intent, no matter where we are,” says Géraldine. “That unity makes a real difference for our people and for our business.”

The collaboration between Shurgard and FranklinCovey continues to evolve through shared ambition and mutual trust. Together, they are embedding leadership principles not as a one-time program, but as a living part of how Shurgard leads, communicates, and grows.

As Shurgard expands across Europe, its leadership culture ensures that people, principles, and performance grow together, creating a workplace where more employees choose to stay, contribute, and thrive.

SHURGARD
SELF-STORAGE

Website

www.shurgard.com

Branche

Self-Storage & Real Estate

Employees

900+ across Europe

Challenge

Build leadership unity and trust during rapid growth and high turnover.

Solution

- *7 Habits* and *4 Essential Roles of Leadership* programs
- Certified internal facilitators
- Continuous learning through All Access Pass

Key Results

- Stronger leadership consistency
- A more proactive, trust-based culture
- Turnover in Operations reduced by 30%, with leadership programs playing a meaningful role in this improvement.
- Faster integration following acquisitions



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