

Case Study: Recent Projects

Issues/Goals

Major Achievements

Manufacturer
Company
A

- Formulation of a mid-term corporate vision and companywide deployment

- Commitment from all executives to achieve the new business plan
- Company-wide vision sharing
- Launch of the CEO-led “dialogue meeting” series



High-Tech
Company
B

- Organizational reform to generate new enterprises

- All members of Design Dept. taking ownership of individual action plans
- Presentation to top management regarding organizational issues



Media
Company
C

- Engagement of senior sales executives in a dialogue concerning a new sales strategy

- Disagreement among executives on the sales strategy came to an end, allowing effective coordination with top management

