



WALK THE TALK:

CASE STUDIES FROM THE
BULLZI KNOWLEDGE ARCHIVES

About Bullzi:

Bullzi is in the business keeping organisation machineries humming at optimum levels.
To know more about Bullzi, visit www.bullz-inc.com or mail at sanjeev@bullz-inc.com

Case Study 1:

FROM “NOTHING CAN HAPPEN” TO “CAN DO”

PROBLEM

A global publishing leader was losing money in India for nearly 10 years. Almost as a last attempt to turnaround its India business, the company made an acquisition in India.

Despite these investments, numbers were still not being delivered

Organization environment

- An Expat Chairman loosely in control without the backing of regional leadership
- New expat leadership in operational charge with fuzzy reporting lines
- Demotivated second-line of leadership
- Preparing for yet another change in the business model dictated by Global

PROCESS

Identification of issues through detailed interaction

- Leaders with “apparently” conflicting agendas
- “Whipping-boy” communication created negative environment
- Feeling of disempowerment amongst the second line of leadership
- All this contributing to a “non-trusting” environment

Design of interventions

- Series of interventions involving the global and local and then only the local teams
- Objectives ranged from “Stating and acceptance of issues” to “Finding answers within norms and processes”
- Some specific interventions:
 - Conflict resolution
 - Trust building
 - Norms & process setting

OUTCOME



The leadership team was able to arrive at clarity of direction, clarity of processes, and deal with personal insecurities.



The business is well on its way to meeting its objectives.



Contact:

sanjeev@bullzi-inc.com

Visit:

www.bullzi-inc.com