



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 2:

**ALMOST EVERYTHING WAS NEW...
EXCEPT THE PEOPLE**

PROBLEM

A global advertising agency with an India presence went through a process of merger with a strong Indian agency.

It called for a new vision and was attempting to define a new culture...under a new leader.

Though they were under one roof, people still talked about 'us' and 'them', about whose way was better, about lack of vision and politics and...

PROCESS

Identification of issues through detailed interaction

- We met the senior management and leadership teams people across the country
- We recorded individuals' interpretation and understanding of the vision

Design of interventions

- We worked closely with the CEO to develop the Vision framework (the new “way”) in alignment with global Vision
- We then worked with different layers of the leadership teams to refine it, set goals and work on the cascade plan.
- Bullzi worked with ‘Cascade Teams’ to take it to the immediate next level and the teams then took it across the organization.

OUTCOME



Environment of trust,
openness



Alignment to and a clear
understanding of the new
“way”



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