



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 4:

CHANGING THE TRAJECTORY OF THE BUSINESS

PROBLEM

A mid sized PR firm had grown to a 3 city operation as part of its efforts to grow. Transiting from a one city to a multi city, networked environment required a change in almost every aspect of the agency's culture and operation.

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Communication and trust deteriorated.
Teams based away from the HO started feeling "neglected"
Clients serviced across cities started being exposed to the differences – and started complaining

PROCESS

Identification of issues through detailed interaction

- We met / spoke with the key leaders of all cities, as well as the founding team of the organization.
- Our research revealed that the leaders of the different businesses were each pursuing their own agendas and processes as the best and this led to conflict, lower growth, reinforcing of 'this is all wrong' etc.

Design of interventions

- Bullzi designed a programme to
 - Establish trust amongst the teams across the cities
 - Create norms of communication, practice active listening
 - Understand collaborative management practices

OUTCOME



The organization progressed from the initial 'common goals, norms' to working out a long range vision, goals and strategy



They subsequently planned the development of their next level of leadership who could accelerate the pace of business



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