



# 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](http://www.bullz-inc.com) or mail at [sanjeev@bullz-inc.com](mailto:sanjeev@bullz-inc.com)

Case Study 5:

# **LOOKING FOR ACCELERATED BUSINESS GROWTH**

# PROBLEM

A global Agri business leader, whose fertilizer division was growing at the rate of government subsidies was looking to grow beyond the restricted government dictated rates. This growth is an imperative from the point of view of global business requirements and for growth of people within the India organisation.

The organization runs with a small team, most of whom have been with the organization for long.

The going has been good for them, and over the years, they have developed deep skills in the job they are doing

Attrition was virtually nil

There was a growing sense of disengagement – with a feeling amongst the team that they had “stopped” growing and learning

The management wanted to energise, up-skill and empower them

# PROCESS

## Identification of issues through detailed interaction

- An unseen “divide” between “HO” and locations
- Sense of frustration from the lack of individual growth in responsibilities and roles
- There was the real danger of complacency creeping in as current requirements were largely those of ‘supply management’

## Design of interventions

- A series of tools to create a sense of energy and accomplishment
- Business plan workshop to train participants on strategy and planning
- Use of tools derived out of the Six Sigma methodologies to help execute strategy initiatives

## OUTCOME



Strategies for implementation of the key initiatives worked out. Team engaged.



They are now at a stage where the need to manage the change processes unleashed by the new business implementations has become necessary



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