



# 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 6:

# **INITIATING THE JOURNEY FROM GOOD TO GREAT**

## PROBLEM

A medium sized communication company, growing with the market, was at the cross roads trying to determine a roadmap to break into the top rung of the competition

They were approaching the process in the classical way of following the defined paths which in turn led to growing only at market rates

There were unarticulated strategies and dreams and a host of questions on the 'how'

# PROCESS

## Identifying the 'goal'

- A deep dive workshop with the senior leadership team
- Started with identifying core competencies, led to stating and agreeing on the 'vision' and a concrete time bound, measurable 'Big Hairy Audacious Goal'

## Business Plan

- Proceeded to create a 5 year business plan
- Identified HR strategies, business development strategies, investment strategies and so on

## OUTCOME



Strategies for implementation of the key initiatives worked out. First full year of business plan ahead of target.



A comprehensive 'leadership development' programme in place for different levels



Contact:

[sanjeev@bullzi-inc.com](mailto:sanjeev@bullzi-inc.com)

Visit:

[www.bullzi-inc.com](http://www.bullzi-inc.com)