

Consumer Products

CLIENT PROFILE

Global Corporation

INDUSTRY

Consumer Products

LOCATION

US-Based, Globally Dispersed

FUNCTION

Global Marketing
& Intelligence
Analytics

TEAM SIZE

8

SITUATION

- The team was responsible for the global market intelligence in the company's largest business sector.
- They lacked a unified strategic direction and a collective point-of-view for product development and innovation.
- There was a 'high service' culture that was expressed through limited-to-no ownership of business results, and heavy compliance with client requests.
- The team needed to step into its business advisor role and model the partnership needed for the organization to deliver on its strategic business agenda.

APPROACH

- The program went from October 2014 to January 2015.
- Pre- and post-program measure was the Team Diagnostic™ and the 14 factors of Productivity and Positivity.
- Baseline results were followed by a series of monthly team coaching sessions for additional insight, alignment and accountability.

SYNOPSIS

- This global marketing intelligence team was aware of the value they brought to their clients and business sector leaders, and of the pivotal role they would play to in the enterprise reaching its aggressive double-digit growth targets.
- The geographical 'silos' were a significant obstacle in their effectiveness, and were creating a 'passively-connected' dynamic on the team that would block the kind of collective point-of-view the business needed them to deliver to strategic marketing decision-makers.
- Creating a shared vision and getting aligned about how to move forward, this group became a force of accountability, helping their clients stay true to the strategic focus. They also began to broaden their impact to intelligence teams every world region, which laid the foundation for an even more data-rich and market-insightful collective perspective on products, markets and innovation success.
- The team coaching process helped them break down the silos, and being to operate as a unified team that was capable of significantly impacting the high-quality decisions, and the bottom line of the larger organization.

SIGNIFICANT IMPROVEMENT RECORDED

+21%

Productivity

+22%

Positivity

RESULTS THE TEAM REPORTED

“We are operating at a more strategic level, enabling the right decisions to be made to speed up the most impactful business decisions.”

“We are more willing to change and accept new ways of thinking and working collectively as a team to become a more valuable asset to [the company].”

“We are more independent from the surrounding environment, being more proactive rather than reactive, planning better, and pushing back on client requests when needed.”

HIGHLIGHTS

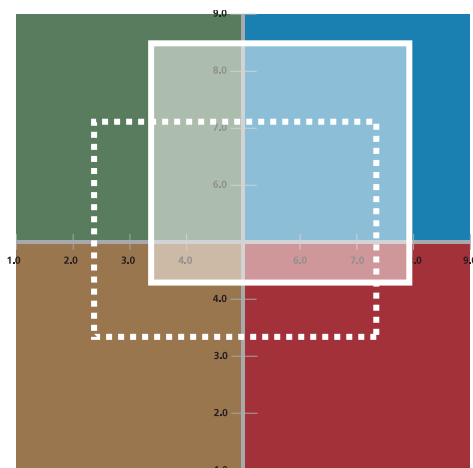
+21% Productivity

+35% Alignment	+25% Resources
+32% Goals & Strategies	+21% Proactive

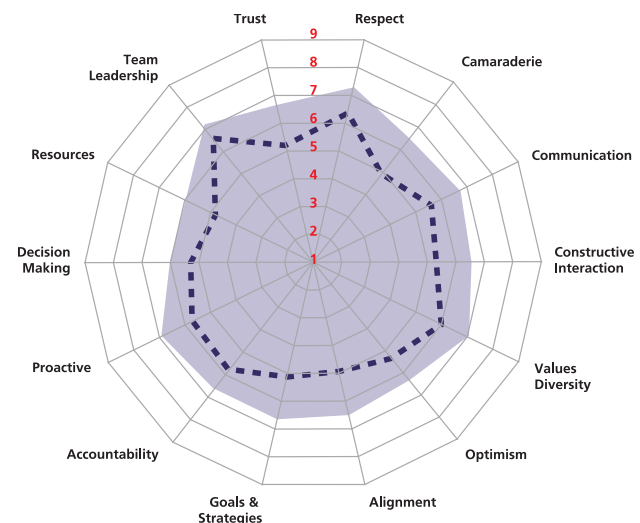
+22% Positivity

+33% Camaraderie	+23% Constructive Interaction
+29% Trust	+20% Communication

BENCHMARKS



BEFORE AFTER



BEFORE AFTER

FOR MORE INFORMATION

on achieving an average 20% improvement
in Productivity & Positivity conditions,
please contact us at:



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