



BUSINESS DEVELOPMENT GROUP (BDG)

CASE STUDY

GLOBAL MANUFACTURING ORGANIZATION TO REGAIN MARKET LEADERSHIP

EXECUTIVE SUMMARY

THE CHALLENGES

BDG INVOLVEMENT WITH MANUFACTURING SERVICES

International organization that provides printing

- ▲ Design, develop, and produce products for government agencies
- ▲ Innovative field leaders in their segment of the industry

A traditional top down international manufacturing organization was once seen as the model and leader in its industry. This company wanted to reposition itself and increase its market share. Ineffective and inefficient operations were seen to result from poor leadership, for instance

- ▲ Inability to handle increased demand in the market place and sales growth low employee engagement
- ▲ Production with excessive quality issues and high defects
- ▲ Conflicts between the international corporate leaders and the domestic plant, a culture of fear and poor communications after a second reduction of work force

SOLUTIONS

- ▲ BDG conducted a thorough analysis of the organization which resulted in identification of performance gaps and shortcomings in personnel KSABs (knowledge, skill, ability and behavior), the implementation of an ongoing leadership development and a self designed interactive cultural transition processes
- ▲ Training and coaching of leadership in basic leadership principles, human behavior, and cultural change
- ▲ A jointly created and implemented customized project management process

IMPACT ON CLIENT'S BUSINESS

The joint achievement in the plant included

- ▲ 100% of the leaders became engaged in the analysis, design, and implementation process
- ▲ Reduction of employee complaints by 50%
- ▲ Increase of productivity by 35%
- ▲ Reduction of scrap by 62%
- ▲ Improvement of employee engagement by 76%
- ▲ Increase of effective communication by 75%