



BUSINESS DEVELOPMENT GROUP (BDG)

CASE STUDY

MERGING DIVISIONS FOR COMPETITIVE ADVANTAGE

EXECUTIVE SUMMARY

THE CHALLENGES

BDG INVOLVEMENT WITH A FOR-PROFIT COMPANY:

- ▲ International company known for its work in a specific sector
- ▲ Companies were all known for their expertise and they competed against one another in the real world.
- ▲ Company known for its strategic collaboration and expertise that delivered full service business, communications, branding, and financial plans

A media-services client had several companies that each separately made many attempts to create a competitive advantage in a specific sector. They decided that they would take several of their independent companies and merge it into one company to gain a much stronger competitive advantage.

The Chairman believed that he needed a singular health care unit quickly built. Due to internal politics within the executive team, previous attempts at creating a coalition between the presidents of the other companies were not successful.

Thus, the Chairman decided external consultant services were required to move the organization forward within a six month time frame.

SOLUTIONS

Orchestrated with board of directors' oversight, an executive team between the multiple agencies was created to design and create an agency that met customer and stakeholder needs.

- ▲ Analysis of the organization that identified stakeholders' needs, expectations, and desired results
- ▲ Self Design methodologies and principles for the creation of a new organizational structure with executive team members
- ▲ Competitive analysis determined clients' strengths and opportunities to be leveraged
- ▲ Change initiative and strategy development for new organizational structure with executives and 30 team members
- ▲ Unleashed the Human Intellectual Capital within the organization through the use of the A²D⁴ Process

IMPACT ON CLIENT'S BUSINESS

- ▲ New organization design and structure created within 120 days
- ▲ Stock price was positively impacted by 35%
- ▲ Design team implemented 98% of requests by stakeholders