

SYNERGIZE TWO GLOBAL CORPORATIONS

EXISTING SITUATION

Two partnering companies from different parts of the world geographically and culturally. Joint new technology development is challenging both companies in new ways that requires different thinking at a faster pace. Focus from leadership: identify and avoid issues that could impact performance and projections. Develop a strategic approach to produce a more effective partnership.

SCOPE

- Assess organizational effectiveness influencers through a wholistic (qualitative & quantitative) process to align leadership and team on strategic and tactical actions to pursue.
- Provide consultation and leadership support on national and organizational cultural dimensions to gain alignment, create solutions and implement an agile development change management flow for the partnership.

Industry: Strategic Partnership – Two Global Companies
Client: Senior Partnering Leaders



RESULTS

- Organizational structure adjusted to match workflow needs.
- Leadership and organization proved more effective. (Data Metric: Organizational Effectiveness)
- Accelerated performance, efficiency and momentum of partnership to final goals.
- Formed long-term bonds across cultural differences on shared experiences and goals.

MORSE GROUP APPROACH

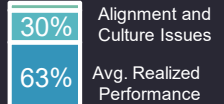
- Identified and leveraged wholistic influencers on partnership efficiency to include national and organizational cultural similarities and differences.
- Implemented data visualization metric on organizational effectiveness to align leadership and team to see efficiencies quickly and establish strategies to address needed change.
- Facilitated inclusive team workshops to unearth solutions.

MORSE GROUP METHODS / TOOLS

- ACCEL™ Model, SOCit™, DNA Performance Heat Map, Denison Model, Global Dexterity, Visual Thinking, Coaching.

Performance on Meeting Strategic Goals Impacted by Poor Alignment and Culture (Industry Data)

Harvard Business Review



High Intercultural Thinking & Skills Increases Cross-Cultural Business Collaboration Influencers

Harvard Business School

Action* 10%

*Tendency to share insight

Trust** 15%

**Affect-based:

- Concern for the other
- Comfort in opening up to other