

CREATING VALUES

Your Strategic
Advisory Partner

Multinational lighting manufacturer

OSRAM is a multinational lighting manufacturer headquartered in Munich, Germany. With operations in over 120 countries, OSRAM employs around 27,000 people worldwide. OSRAM India is a pioneer of innovative products in Automotive Lighting, Photo Optics and Electronic Control Gear.

Client requirement:

OSRAM India wanted to develop and nurture one of its key Business teams in its Sales function. The idea was to bring the geographically dispersed team together and enhance the brand essence of OSRAM among them.

OSRAM CASE STUDY



Participants Profile:

Participants Profile: Participants were from India & abroad. Besides the BU Head, the APAC head and CEO of OSRAM India too participated in this workshop.

CREATING VALUES approach:

The team of CREATING VALUES, with a combined experience of conducting more than 3000 hours of such sessions, helped design the theme of the session. The prime focus of the 2 day residential workshop was on 'Team Building & Cohesiveness', 'Building the essence of their brand- OSRAM', and 'Change & Culture'.

Methodology

CREATING VALUES deployed a mix of multiple techniques to conduct this workshop, such as Case studies, Videos, Role Plays, Ice Breaker activities, Team building exercises and Coaching.



Customer Speak:

I entrusted the team of CREATING VALUES with a task of bringing my team together through the medium of a workshop. They certainly exceeded my as well as management's expectations. Management thought of making this simply a fun filled outbound. CREATING VALUES was able to not only make the sessions energizing and fun but also provided some food for thought to the participants that will help them in working more effectively as a team and understanding the responsibility of carrying the brand 'OSRAM'.

~ Sanjay Shirodkar, Head SP

Workshop Design:

The workshop was broadly structured along four tracks of I, WE, LEADER and OSRAM.

Capsule 1: "I"

Every individual is unique and his/her strengths can bring about transformative changes within the organization. Self-reflection is essential for one to appreciate his/her own BEING.

Capsule 2: "WE"

A team is as effective as its individual members. Several managers focus only on Conflict Resolution. The team was also walked through the difference between Conflict and Agreement management.

Capsule 3: "LEADER"

The focus was on 'Role of a Leader', 'How to develop second level leaders', 'Situational Leadership' besides others.

Capsule 4: "OSRAM"

Employees carry their company's BRAND with them. Every participant identified "Culture" as the single most pillar that can make or break a company's brand image.