

Cognitive Science Systems Project Vignette

Improving Employee Alignment

The Challenge:

The Hong Kong-based president of the Pacific division of a major U.S. company wanted to achieve employee alignment with the new corporate vision quickly and cost-effectively. Conventional internal communication methods and messages were not working.

The Solution:

Cognitive Science Systems collaborated with the new CEO to devise and implement a strategy, methods and tools for building employee alignment. We identified hidden management and employee barriers for participating in the new vision, then designed a management system supported by a renewed professional communications function. As part of the process, Cognitive Science Systems designed and conducted *Leadership* Dialogue training with managers and supervisors.

The Result:

By the CEO's estimate, alignment goals were achieved in 18 months versus a projected 36 months across a business culture and geography that included 14 Asia-Pacific countries, including Hong Kong, Thailand, Japan, India and Australia. Thus, employee alignment in the Pacific with a new corporate vision was accomplished in half the estimated time at a cost of one-fifth the annual expense of supporting one expatriate employee.