



HunterRockhold

## Case Study: **Organizational Re-Invention**

Designed and launched organizational change initiative

*“No one approaches  
team facilitation  
and executive  
coaching with the  
same level of  
professionalism,  
passion, dedication  
and compassion as  
Barbara.”*

SVP, global pharmaceutical  
company

### **Client Situation**

Market and competitive pressures in the pharmaceutical industry were making it critical that the client company streamline processes and improve productivity. A Senior Vice President (SVP) was given a directive by his leadership to change his organization to achieve these goals within a two-year timeframe.

### **Approach**

Over a nine-month period, Barbara provided leadership coaching and consulting to the SVP as well as coaching for individuals and the team. She **designed a disciplined process** that brought focus, structure and organization to the group’s task and **facilitated multiple face-to-face meetings** of the global team to (1) create a road map for change; (2) identify clearly defined drivers for change; (3) define key work-streams to pinpoint areas of potential change; and (4) establish key communications channels. As the project progressed, Barbara determined where the team was struggling and **proactively provided support** to resolve issues.

### **Results**

Recommendations for an overall change initiative were delivered to the executive team within the committed timeframes and were fully endorsed. Barbara’s disciplined process, leadership coaching and team facilitation led to optimized decision making throughout the department; an organizational model that could accommodate new business acquisitions with minimal impact on resources and processes; and a complete overhaul of business systems. The department now enjoys **greater impact, less ambiguity, and more visibility** for how it adds value.

### **About Barbara Hunter**

Barbara Hunter is an executive coach and organizational development consultant whose business insight and engaging style have combined to create sustainable change in individuals, teams and organizations for over 20 years. Her clients range from small regional businesses to global companies. These companies include a wide range of industries—pharmaceuticals and research, education, computer networking and telecommunications, automotive, and utilities. For more information, visit [www.hunterrockhold.com](http://www.hunterrockhold.com).

Cary, NC 27519

919.363.6171

[barbara@hunterrockhold.com](mailto:barbara@hunterrockhold.com)

[www.hunterrockhold.com](http://www.hunterrockhold.com)