Mansfield Buchanan Ltd
skill • integrity • experience

Case Study

International HR team
Global Pharmaceutical Company

Welcome to the World Class HR Bazaar!

…how can HR partners use innovation and stronger collaboration to swiftly embed cultural change?

Situation

A newly appointed Head of International HR wanted to use the annual HR conference to launch a spirit of international collaboration and to galvanise the community of regional HR leaders to work more effectively together to deliver cultural change.

Drawing on the concept of a bustling, colourful bazaar to create an innovative forum for interactive dialogue and creative thinking, Mansfield Buchanan was asked to lead the facilitation of this major 2-day event and prevent legacy behaviours inhibiting success.

Approach

The key steps undertaken by Mansfield Buchanan included:

- pre-conference planning to embed the business agenda within the concept of a Bazaar, leveraging the 'market-place' backdrop to energise the programme and optimise delegate engagement
- directly facilitating the conference throughout.

Our client's confidence in Mansfield Buchanan as a trusted partner underpinned the teamwork required to deliver this strategically crucial event.

Outcomes

Described as a 'World Class event' by the Executive HR Leader who attended, this and other complementary closing remarks from the delegates affirmed that all the aims had been achieved.

Powerful international HR cohesion is now driving a culture of more open communication and active performance dialogue across the regions.

"Mansfield Buchanan offers the view from the outside but thinks from within the business.

A positive approach, delivered with a sense of humour…."

Head of International HR

Mansfield Buchanan is a leading business consultancy specialising in insight driven engagement.

To find out how we can help your business, contact Annalise Cowley: ac@mansfieldbuchanan.co.uk

0511