



Case Study – Galil Medical (Cryotherapy solutions provider)

Industry: MedTech R&D, Manufacturer and Marketer

Opportunity: Update and build the company’s platform (vision, mission, values, and culture) as a springboard for leadership development and performance management.

The Challenge:

As a growing global company headquartered in the U.S. with some operations in Israel, this medtech firm was eager to establish a formal leadership development plan. In discussing this goal with Jan Dick of The Bailey Group, the CEO quickly became convinced of first examining the company’s vision, mission, value system and culture statements, as these would supplement the company’s well-established strategic focus areas. Since this particular senior team did not contribute to the current set of foundational statements, taking them through this exercise would bring clarity and consistency while strengthening group commitment to them. However, it couldn’t involve days and weeks of exhaustive “wordsmithing.” They wanted an efficient process to develop a concise set of words and phrases of value.

The Solution:

In a one-day format, Jan facilitated a participative session for the CEO and his senior management team. They had excellent discussions regarding what was needed in the company to achieve its vision – what kind of culture, behaviors and expectations of leaders. This discussion not only made the crafting of the vision, mission, values and culture easier, but also powerfully aligned the senior management team around the true purpose of the company.

In another half-day session, Jan led the team through a card-sort exercise in which they narrowed down a set of leadership competencies necessary to drive the organization in the future. Throughout this session, there was rich dialog among the leaders about which competencies were more important and why, revealing their philosophies about leadership.

The vision, mission, values, culture and leadership competencies were then packaged for communication to key managers reporting to the senior team. In a session less than two months after the initial work, the senior team was able to share their work with this group and gain their feedback and commitment. They are now poised to move this information out into the organization and begin an integration process.

The Results:

The Bailey Group assisted this client in fully developing mission, vision, values and culture in order to support the creation of critical leadership competencies and move into formal leadership development. With this important work completed, the client will be able to edit the existing performance management tools to coincide with leadership competencies and identify the top leadership development needs for 2011 and beyond. The work completed will also be integrated into hiring and promotion profiles and compensation planning. Importantly, clarity on leadership expectations and competencies will upgrade the quality of ongoing leadership coaching. With just a few sessions of facilitated, focused work and packaging by The Bailey Group, the organization is well positioned with a useful leadership platform.

Final Thoughts:

“Jan and the team from The Bailey Group were wonderful to work with. Jan was able to quickly and efficiently assess not only our needs as a leadership team, but she also built a very executable plan for us to work with. As a small but ambitious company, with a multi-cultural and global footprint already in place, Jan has helped us craft the foundation for building a strong and dynamic organization for the future.”

This client utilized the following services lines The Bailey Group offers:

- ✓ Align and Engage People to Execute Strategy
- ✓ Results-based Leadership Development