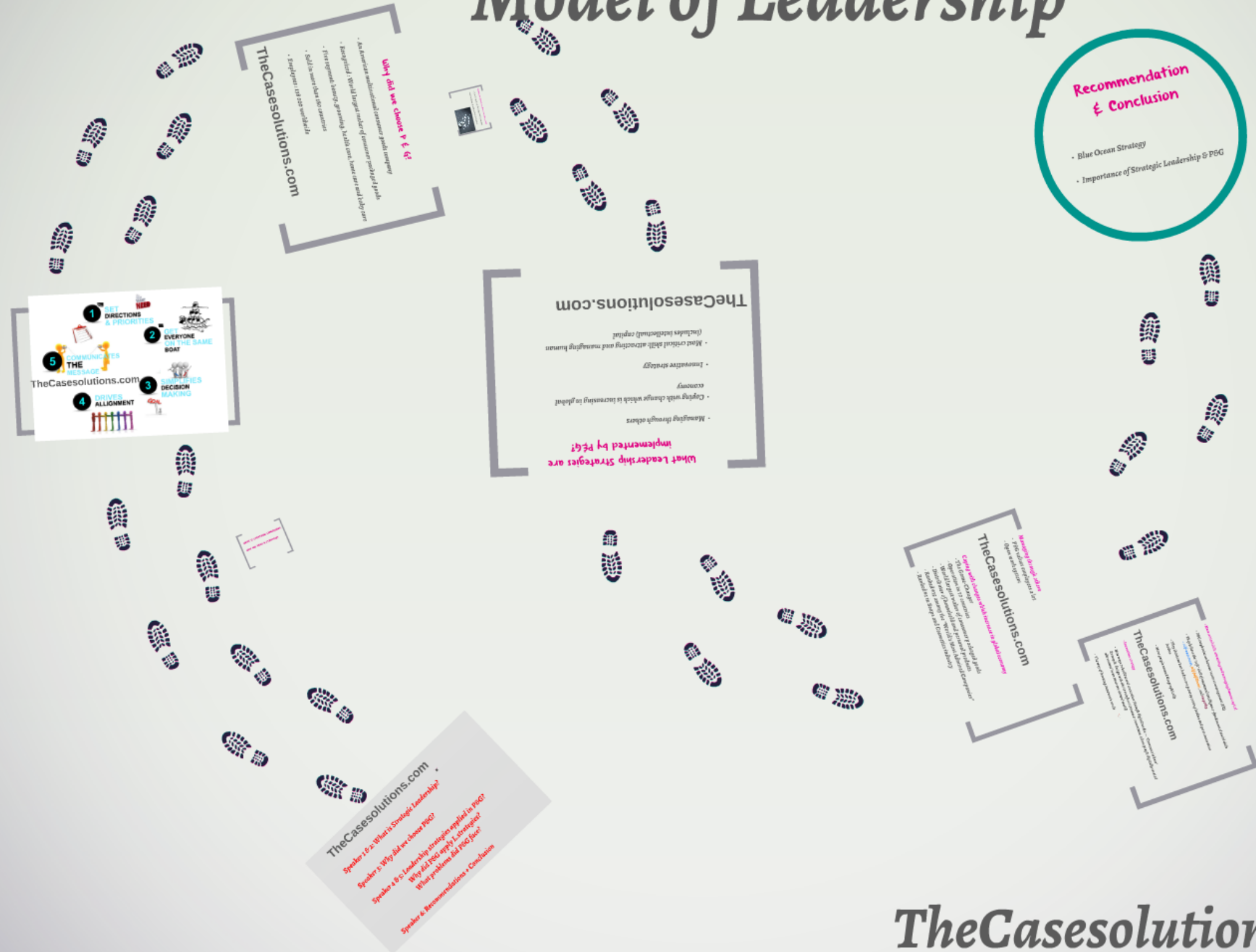


# Ricardo Semler: A Revolutionary Model of Leadership



# Ricardo Semler: A Revolutionary Model of Leadership

**Recommendation & Conclusion**

- Blue Ocean Strategy
- Importance of Strategic Leadership @ P&G

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- Most critical skill: attracting and managing human capital
- Innovative strategy
- Copying with change which is increasing in global economy
- Managing through others

**What Leadership Strategies are implemented by P&G?**

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**Why did we choose P & G?**

- An innovation method that combines consumer psychology
- Psychological: World's largest market of consumer psychological goods
- Proven approach: heavily growing, built on own, lower cost and being cost
- A&P is more than 100 countries
- Employees: 100,000 worldwide

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1. GET DIRECTIONS & PRIORITIES
2. GET EVERYONE ON THE SAME BOAT
3. SUPERSEDES DECISION MAKING
4. GIVES ALIGNMENT
5. COMMUNICATES THE MESSAGE

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**Can you be a leader without being a manager?**

• The answer is yes. A leader is someone who influences others to follow their vision. A manager is someone who organizes and controls resources to achieve organizational goals.

• All leaders are managers, but not all managers are leaders.

• The key to being a leader is to have a vision and to communicate it effectively.

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**What are the key elements of a successful leadership strategy?**

- Vision: A clear, compelling picture of the future that inspires and motivates others.
- Communication: The ability to articulate the vision and to listen to others.
- Influence: The ability to persuade others to follow your lead.
- Empowerment: The ability to give others the authority and resources they need to succeed.
- Accountability: The ability to hold yourself and others accountable for results.

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- **Speaker 1: P 2: What is Strategic Leadership?**
- **Speaker 2: Why did we choose P&G?**
- **Speaker 3: P 2: Leadership strategies applied to P&G? Why did P&G copy? Leadership? What problems did P&G face?**
- **Speaker 4: Recommendations + Conclusion**



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*Speaker 1 & 2: What is Strategic Leadership?*

*Speaker 3: Why did we choose P&G?*

*Speaker 4 & 5: Leadership strategies applied in P&G?*

*Why did P&G apply L.strategies?*

*What problems did P&G face?*

*Speaker 6: Recommendations + Conclusion*

# What is Strategic Leadership?



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1

SET DIRECTIONS & PRIORITIES

WE WANT WANT NEED



5

COMMUNICATES THE MESSAGE



2

GET EVERYONE ON THE SAME BOAT



3

SIMPLIFIES DECISION MAKING



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4

DRIVES ALIGNMENT



GOAL



## Why did we choose P & G?

- *An American multinational consumer goods company*
- *Recognized : World largest maker of consumer packaged goods*
- *Five segment: beauty, grooming, health care, home care and baby care*
- *Sold in more than 180 countries*
- *Employees : 138 000 worldwide*

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# What Leadership Strategies are implemented by P&G?

- *Managing through others*
- *Coping with change which is increasing in global economy*
- *Innovative strategy*
- *Most critical skill: attracting and managing human (includes intellectual) capital*

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### *Managing through others*

- *P&G values employees a lot*
- *Open work system*

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### *Coping with changes which increase in global economy*

- *The Game-Changer*
- *Operation in 70 countries*
- *World largest maker of consumer packaged goods*
- *Distributor of household and personal products*
- *Ranked #15 among the “World’s Most Admired Companies”*
- *Ranked #1 in Soaps and Cosmetics industry*



- **Most critical skill: attracting and managing human capital**

- *P&G emphasize on human resource management (EQ)*
- *They believe the “soft” skill of emotional intelligence –fundamental social skills*
  - *self-awareness, self-fulfillment, and empathy.*
- *They think our best leaders are great operating leaders and great innovation leaders*
- *Move people around Geographically*

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- **Innovative strategy**

- *New ways to build social connection through digital media --- "Consumer is boss"*  
*Example: design web-site to reinforce consumer connection. (show people digitally created alternative in an onscreen virtual world)*
- *The way of learning customer's needs*