

Middle East Turnaround: Strategy at Abu Dhabi Commercial Bank after the Financial Crisis

Case Background

What Happened

What
- Problems with internal communication causing funding issues

Why
- Large number of employees so communication was difficult

When
- Late 2007

Where
- Bennington, Vermont

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Principle Players
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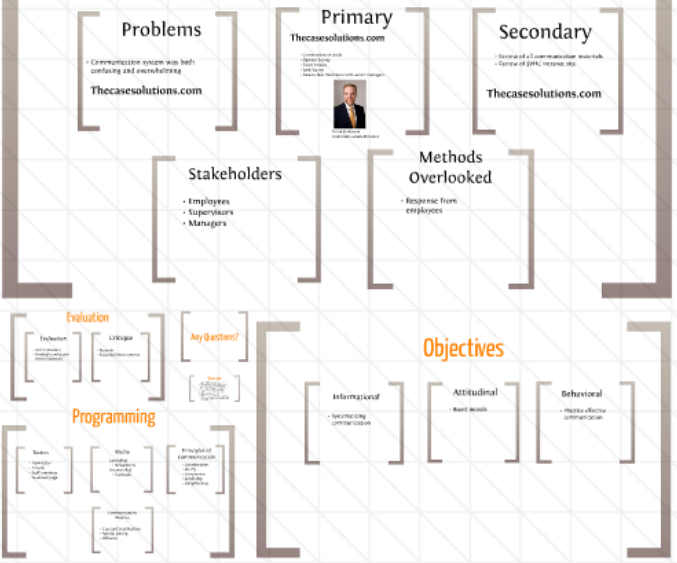
- Southwestern Vermont Health Care Supervisors
- Employees
- Hospital Officials
- Communications Director, Kevin Robinson



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Research



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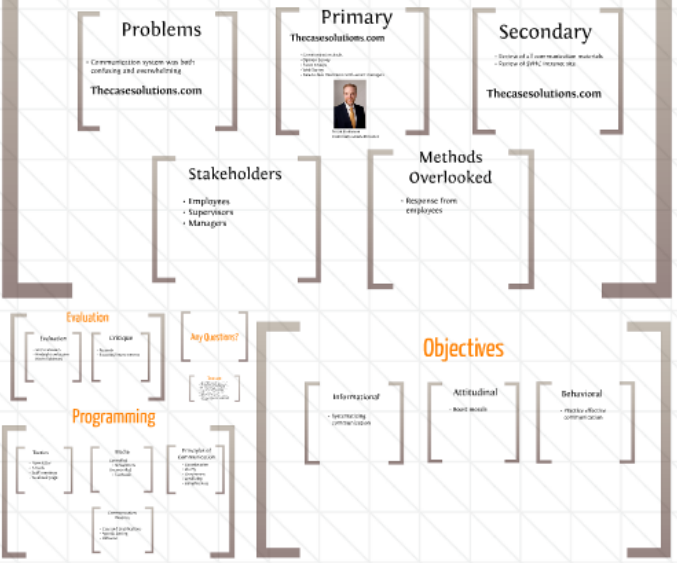
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Research

Problems

- Communication system was both confusing and overwhelming

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Primary

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- Communication Audit
- Opinion Survey
- Focus Groups
- Web Survey
- Face-to-face interviews with senior managers



Kevin Robinson
Communications Director

Secondary

- Review of all communication materials
- Review of SVHC intranet site

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Stakeholders

- Employees
- Supervisors
- Managers

Methods Overlooked

- Response from employees

Evaluation

Evaluation

- 2007 evaluation
- Hindsight evaluation

Critique

- Research
- Suggested improvements

Any Questions?

Objectives

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