

Levi Strauss & Co.: Driving Adoption of Green Chemistry



[1]

[edit]



Assessing Green's Dilemma

Green's Journey to an Action

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Background

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- Thomas Green was hired prematurely to a senior marketing position within Dynamic Displays
- Green's viewpoint was not in accordance with his boss (Frank Davis)
- A lack of communication and varying viewpoints drove a wedge between Green, Davis and McDonald

Promotion

- Endorsed by Boss (Halo Effect)
 - McDonald under Theory Y
 - Davis under theory X
- Externally Recruited
 - Diversity w/ risk
 - Needs training

...Shortly After Promotion
Green had role ambiguity

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Personality Differences

Davis

- Transactional leader
- Values Teamwork
- Likes Communication

Green

- Lacks leadership experience
- Works independently
- Does not communicate well

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You Tube

Basis of Conflict

- Lack of communication
- Failure to connect with co-workers in office

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Managing Conflict

- Competing
- Collaborating
- Compromising
- Avoiding
- Accommodating