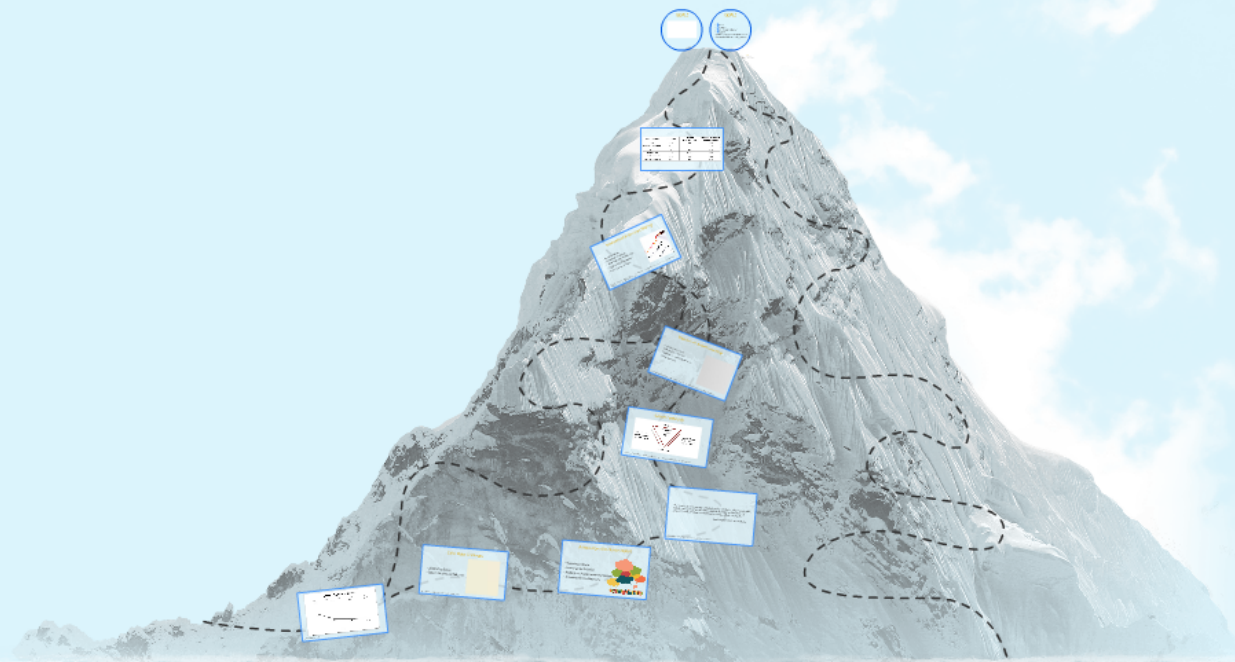


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CAMPAIGN Harvard Case Solution & Analysis



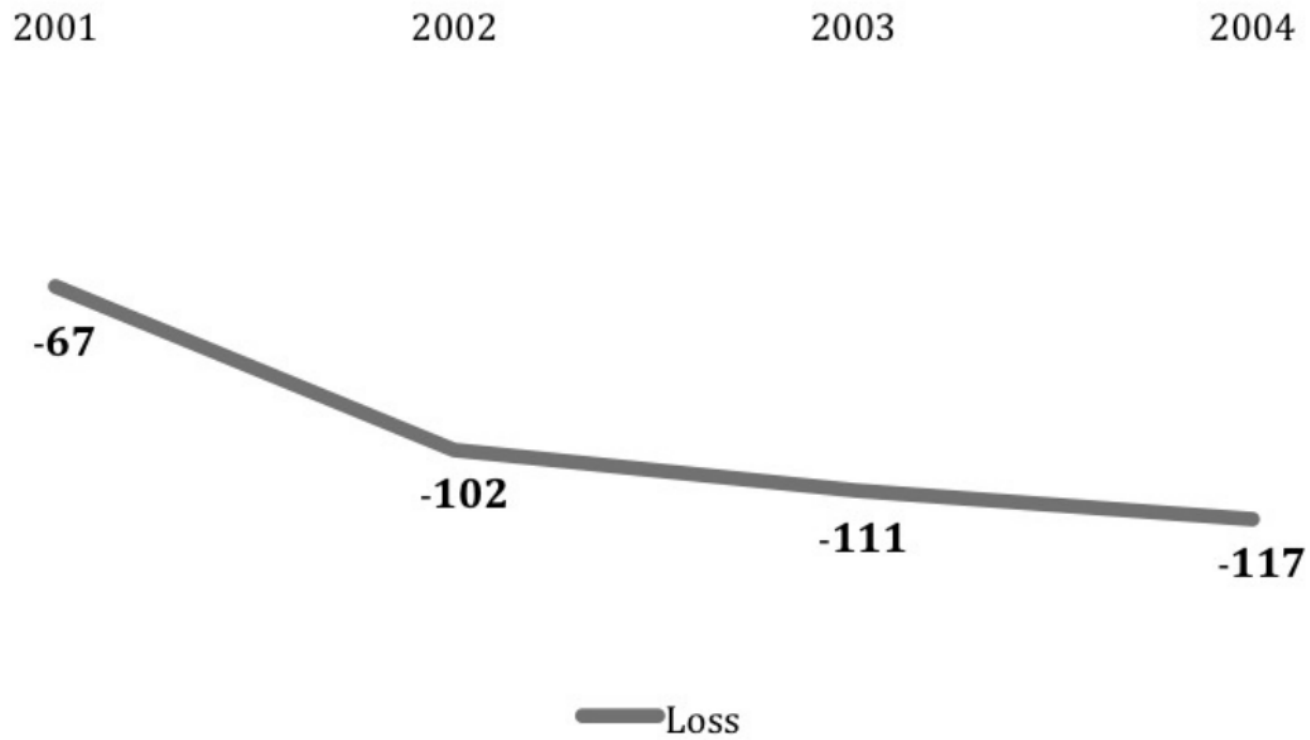
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Losses And More Losses



Source: BIDMC Financials

Other Major Challenges

- distinct cultures
- loss in trust & confidence



Source: Garvin, D. A., & Roberto, M. A. (2005). Change Through Persuasion.

Actions Upon the Hunter Report

- Share the problem
- Encourage participation
- Redesign with given recommendations
- Announce the final decisions

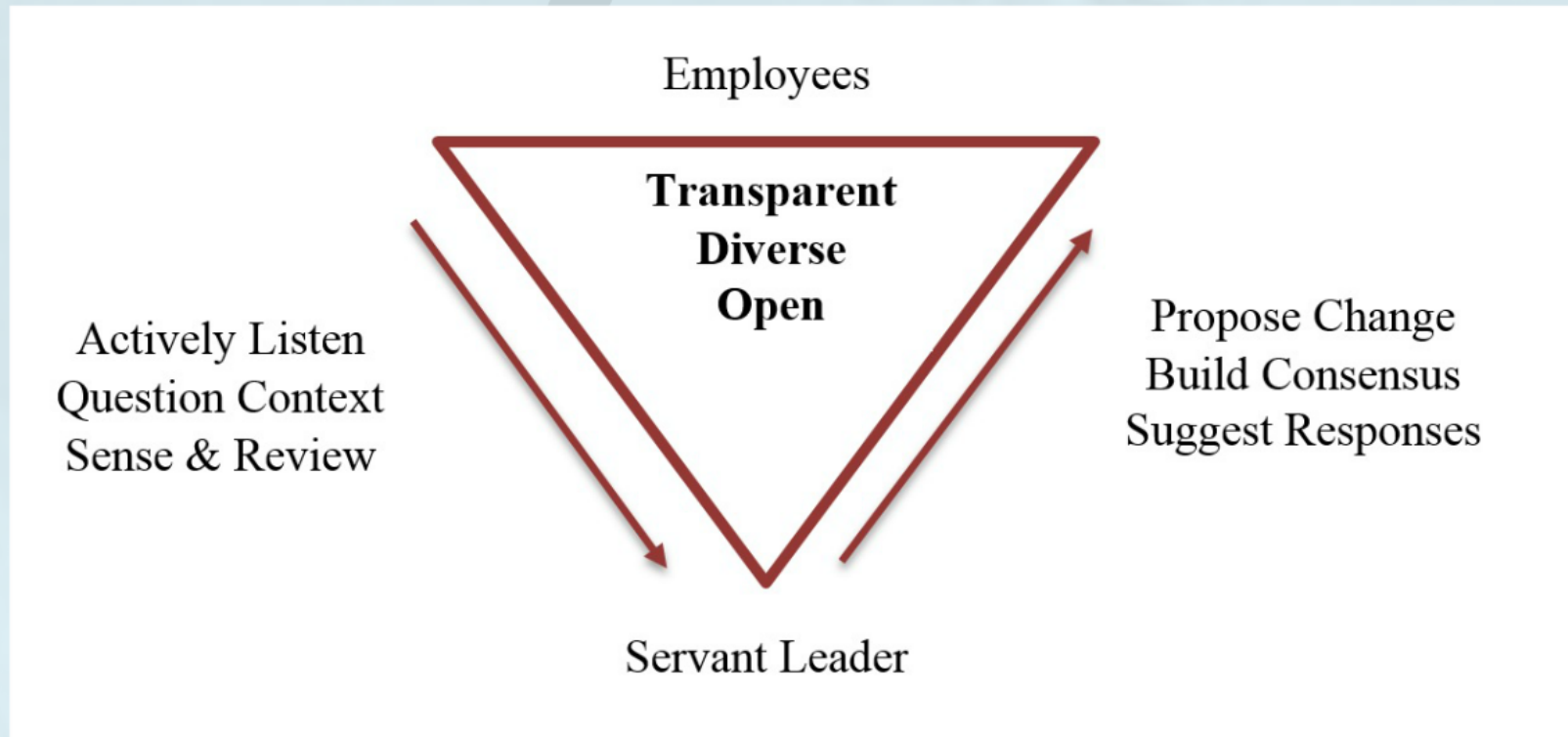


“He chose to act as the managerial equivalent of a good doctor – that is, as one who, in dealing with a very ill patient, delivers both the bad news and the chances of success honestly and imparts a realistic sense of hope, without sugar coating.”

David A. Garvin & Michael A. Roberto

Source: Garvin, D. A., & Roberto, M. A. (2005). Change Through Persuasion.

Servant Leadership



Source: Carter, D., & Baghurst, T. (2013). The Influence of Servant Leadership on Restaurant Employee Engagement.

Impacts From Servant Leadership

- Feel valued and cared for
- Build emotional connection
- Develop tight relationships with peers
- Enjoy going to work



Source: Carter, D., & Baghurst, T. (2013). The Influence of Servant Leadership on Restaurant Employee Engagement.