Taran Swan at

nickelodeon™

Latin America Business Case

Group #3
Damian Gallagher
Justin Bergman
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Kevin Boyle
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Ryan Shuler
Taylor Sansbury

TheCAseSolution.Com

Problem Statement

Challenges Swan Faced

Actions She Took

Final Decision

Culture at Nickelodeon Latin America → How did Swan go about building that culture?

- Hiring the right people
- It's all about "TEAM"
- Everyone is equal

Leadership Style of Taran Swan

The Culture That Was Created From Her Leadership

- Employees from all different fields bounce ideas off of one another
- Self-driven workers who hold themselves responsible
- Creative and strategic thinkers who can find a solution in any problem that is faced
- A comfortable work atmosphere where people are not afraid to throw out ideas and critique one another

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Agenda

I. The Issue

II. Nickelodeon's Organizational Culture
  a. How Swan Created Culture

III. Swan's Leadership Style
  a. Leadership Style's Effect on Culture

IV. Challenges

V. Actions

VI. Final Decisions

Problem Statement

The Problem Taran Swan, general manager of Nickelodeon, South America, has to leave because of pregnancy complications,

The Backing which will be problematic for her team because of her prior high-involvement management style.

The Constraints/Source If a new leader is appointed, there could be a disconnect between leadership styles which will affect the success of the team;

The Solution however we choose to appoint an interim leader that displays similar leadership qualities to continue business as usual, despite Swan's absence.

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Culture at Nickelodeon Latin America

Swan's Approach

- Swan exemplified her attitude towards work and the office environment
- Built independent/focus-driven branch of Nickelodeon Latin America
- Took same approach her employees took with her, "you dig your own grave"
- Swan was always available
- Did her best to assist
- In the end, "held to your claims"
- Fostered individuality

How Selection Process Fostered Independent Culture

- Different guidelines
- Focus groups
- High energy work culture

Culture Struggles as Company Grew

- Accountability
- Communication systems
- Sense of responsibility among workers

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How did Swan go about building that culture?

- Hiring the right people
- It's all about "TEAM"
- Everyone is equal

Leadership Style of Taran Swan

- Strongly encourages open lines of communication

- Wants everyone to work on projects collectively rather than individually

- Held employees accountable for whatever they said in interviews and meetings

- Main goal is to achieve successful numbers and results

- Was active in every aspect of her team and expected her team to be the same way

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