



CHANGE MANAGEMENT PROCESS

LAB WORK

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- 1) Assemble into groups - maximum 3 persons per groups
- 2) Identify a company to use as a case study – it can be a real company or a fictitious one. The identified company will be used during the next four lab sessions.
- 3) Define a template document to specify the company profile – mission, main lines of business (product or service description), history, expansion, growth, industry (market) information, safety, health and environmental policies, core team details, client portfolio, any other information you consider valuable (1 page)
- 4) Suppose you would like to run focus groups with major stakeholders for defining a vision for the company, specify three questions you would like to explore. Define a template document for preparing the focus-group.
- 5) Draft a vision for a digital transformation of the company for 2019-2022.

EXAMPLES

Toyota - <https://www.toyota-global.com/pages/contents/company/profile/overview/pdf/companyprofile.pdf>

Nikon - <https://www.nikon.com/about/corporate/profile/data/pdf/nikon2016e.pdf>

Nittsushoji - http://www.nittsushoji.co.jp/kigyou/booklet/pdf/profile_en.pdf

European Dynamics – The Information Society Integrator -
http://www.eurodyn.com/ed_detailed_presentation_en.pdf

Bell Ltd -

https://www.bellfoodgroup.com/userfiles/gbfiles/1393195560438339/Bell_Unternehmensprofil_E.pdf

Hitachi – https://www.hitachi-hightech.com/file/global/pdf/about/corporate/corp_archives/corp_ref/companyprofile.pdf

Questions?

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