

CASE STUDY - INTEL

Can a Venerable Company Revisit Past Glory?

Client Problem

Comprising nearly 60% of the company with locations and fabrication plants all over the world, the Technology Management Group (TMG) is the largest within Intel. Due to the company's rapid and massive growth during the early 1990's, the group had lost some agility and sharpness of focus on the customer. Growth had also brought bureaucracy and, in some cases, arrogance. All of this translated into slower time-to-market, as well as a loss of the former quick change abilities that helped create their initial success.

Karl Schoemer Solution

Karl Schoemer customized a High Velocity Culture Change solution for Intel, which involved training and consulting over two years' time and visits to three continents. First, we delivered a series of workshops to hundreds of managers and senior managers all over the world. We then trained a multitude of internal trainers to deliver the same customer focus and changeadaptive culture messages to employees throughout the world. Following up on this effort, we traveled the globe again for Intel, this time to focus on eliminating the entitlement mentality that had developed, as well as consulting and training in Employment Security vs. Job Security. This effort included workshops for managers and train-the-trainer sessions for the employees

**KARL SCHOEMER HELPS
MAKE IT HAPPEN.**

Although it is not the only reason Intel is now thriving, some say that this reemphasis on customer focus and creating a more change-adaptive culture has certainly contributed.

Karl Schoemer is currently co-developing a *Work-Life Effectiveness* workshop with Intel for worldwide rollout.