



distinctions

# Re-Organization and Change Management

## Client Profile

Our client discovers, develops, manufactures, and markets leading prescription and non-prescription medicines and products. Their consumer products include many of the world's best-known consumer brands such as Listerine, Lubriderm, Benadryl, etc.

## Challenge

Current organizational structure is designed by specific brand teams whereby silos are created and teams are isolated from one another. This results in duplicate positions, unequal title and compensation structures, different business rules, politics, and poor morale due to lack of cultural integration. Additionally, vertical organizational chart did not evoke any benchmarking or sharing of best practices among the brand groups.

## Solution

Distinctions, Incorporated was hired to perform an organizational assessment to map out the operational processes needed to achieve the intent of the new cross-functional team strategies and designed standard communications plan to improve morale and increase brand team involvement.

## Result

Designed Sales and Operations Team meetings to foster sharing of best practices and standardized performance metrics across all brand teams. Prioritized management initiatives to realign pay with job responsibilities. Created consistent management practices and competencies required for achievement of brand team goals. Re-organized and/or newly defined specific job accountabilities that would be shared across multiple brand teams ensuring consistency, enhanced productivity and effectiveness and eliminate duplicate efforts.