



The Problem

The history of itelligence AG has grown rapidly within the past years and has therefore opened new local subsidiaries. This consistent growth also increased the amount of marketing employees at itelligence. Many of them working in different local subsidiaries all around the world. The main challenge the company was confronted with was the right balance between a strong global brand and local responsibility of the the local marketing teams. The diverse subsidiaries have a global marketing strategy which is implemented locally. The core potential for improvement was seen in the usage of synergies of these highly distributed international marketing team.

The Goal

As part of the biannual global marketing meeting PDAGroup created a workshop concept where participants from the local marketing teams were invited and instructed to share their opinions and ideas on how to improve the collaboration between the different local marketing departments and the global marketing team. Core elements of the workshop were facilitated sessions with creativity techniques like the “Disney method”. This way tons of ideas were created but also verified within a very short period of time. Additionally the members of the global marketing team prioritised the ideas and selected concrete ideas to derive concrete action plans for the further implementation.

The Result

In only three hours workshop time a team of 20 participants from all over the world created a wide range of ideas to improve their internal collaboration. This workshop also created a sense of unity and helped to create ONE Team which works across all regions towards common goals. This workshop was a real eye-opener for the participants and the management. The team has already selected 8 concrete ideas which will now be followed up on.

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180

Minutes to run through an idea creation process



20

Participants from all over the world



8

Presented tangible ideas

“ We are happy that PDAGroup accepted the challenge to guide our Global Marketing team through a highly interactive workshop session in only three hours. It was impressive to see how many tangible ideas were developed to improve the efficiency of our global teams. Truly, with this we did an important step towards the creation of One Team. ”

Uwe Bohnhorst
Chief Operating Officer
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itelligence AG

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