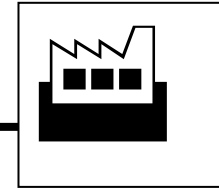




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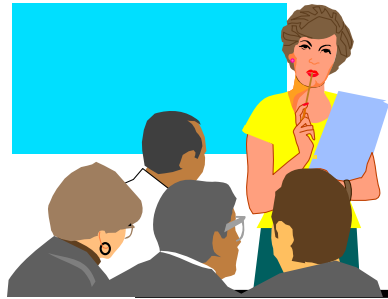
↪ **Case Study-I: 'Long Range' teams**

↪ **Case Study-II: 'Task Oriented' teams**

↪ **Case Study-III: 'Firefighting' teams**

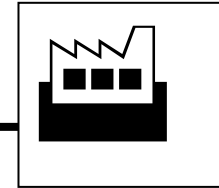
**"Getting Close to the CUSTOMER is a
Real Winner."**

- Tom Peters



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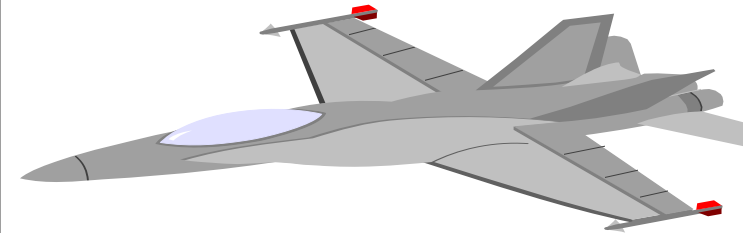


**CASE PROFILE: High Tech., MNC
Entry in to India.**

**MARKETS: Military Electronics,
Power, Oil & Chem., Telecom.**

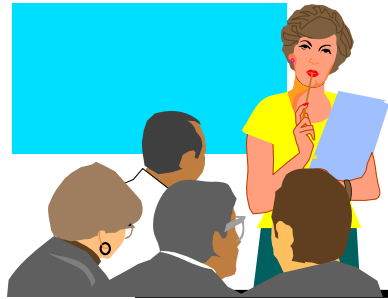
**BARRIERS: Change Resistance,
Imports, and People Selection.**

**'Long Range'
teams**



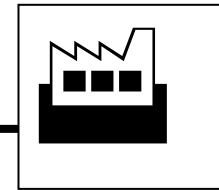
**"The Only Limits are, as always, that of
VISION."**

- James Broughton



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'Long Range' MNC Sales & Marketing teams

FORMATION TEAM: a) NRI from Parent Company, Engineer/MBA from USA; b) India Specialist in Industrial Heating Markets; c) IIT Engineer, MBA from Harvard USA.

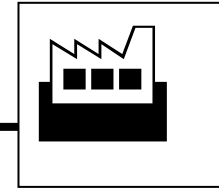
PERFORMANCE TEAM: Specialist from Industry - Regional Market Experience.

"The only way to discover the limits of the POSSIBLE is to go beyond them into the IMPOSSIBLE"
-Clark's Credo



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'Task Oriented' teams



- Short term Duration, but could have long term Impact.
- For, overcoming Barriers.
- Specialist Team members, (Internal and External).
- Creativity & Co-ordination.

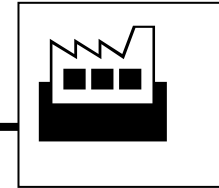
**"If there's a Way To Do it.....
Find it."**

- Edison

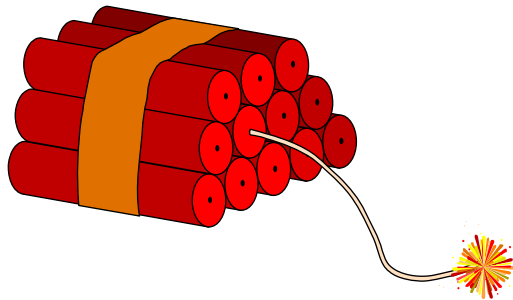


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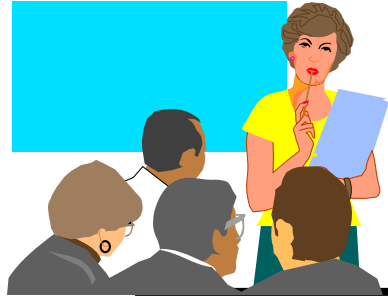
'Firefighting' Teams



- Immediate Response
- Spontaneous Team Formation
- Extra Efforts
- Creativity
- Trust (Internal & External)
- Openness and Honesty

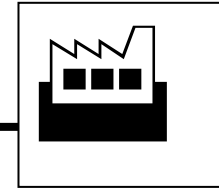
"A Racehorse that can run a mile a Few Seconds Faster is worth Twice as much. That Little Extra proved to be of Greatest Value".

- John D. Hess

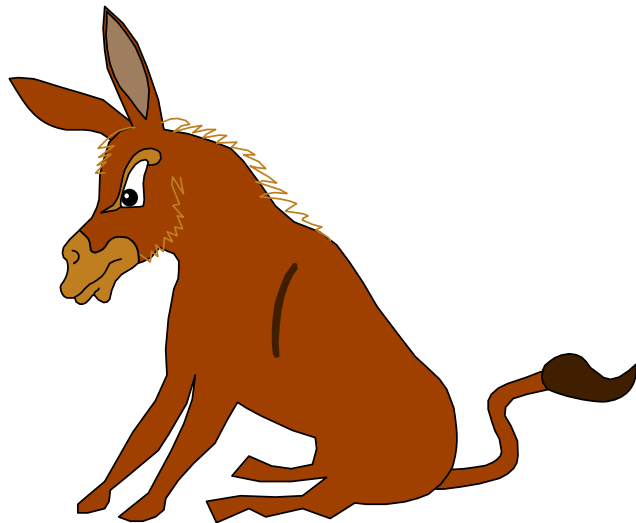


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History



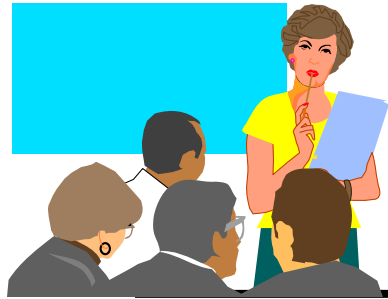
MANAGEMENT OF 1950's:

**Centralised - Hierarchical -
Autocratic - Rigid - Input Driven-
*Groups.***

MANAGEMENT OF 1980's:

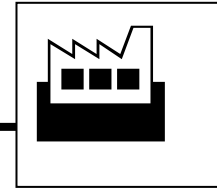
**Decentralised- Democratic-
Flexible- Output focused- *Teams.***

**The Air Force had been ill-served by the
"centralisation /consolidation disease of the 1960's."
Which he calls 'dehumanising". -General Bill Creech, US, TAC**

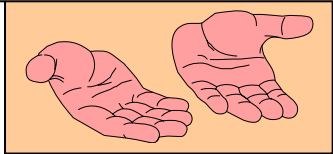


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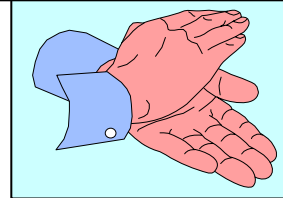
Openness



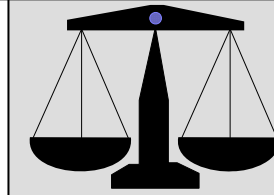
Trust



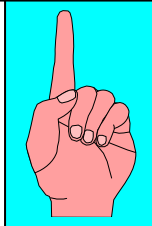
Reward



**Right
Balance**



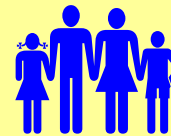
Volunteers



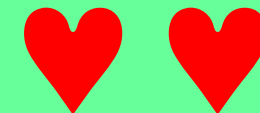
**Team
Goal**



**Small
Team**



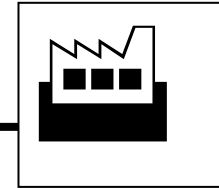
**Heart to
Heart**





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RULES

"There aren't Rule Books. They are Excuse Books. Nobody reads the damn things unless there's screw up".

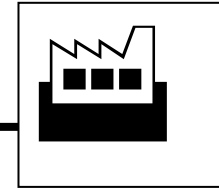
"Substituting Rules for Judgement starts a self defeating cycle, since Judgement can be developed by only using it."

- Tom Peters



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RISK

"Please note that I am aware of Hazards. I want to do it because I want to do it. Women must try and do things as men have tried. When they fail, their Failure must be a Challenge to others"

. *Amelia Earhart*

"The only thing that makes Life Possible, is Permanent, Intolerable Uncertainty; not knowing what comes next." - *Ursula K Le Guin*



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