



## SUCCESS STORY | Project CLOGS | ORGANIZATIONAL COACHING FOR SERVICE INNOVATION

One of our Organizational Coaching Projects was managed for a leading Global Logistics Company. The objective of the Project was to increase the integration of the central and frontline business operations, as well as to improve innovation, internal communication, and team working.

CINNAM ALDEHYDE MBS® creative processes such as Pulsing, Crafting, Braining, and Sparkling were deployed.

An interactive creative place, AGORÀ, for more than 150 frontline dealership operators was created and their spontaneous ideas concerning the company's business improvement, customer interaction, and internal communication were gathered.

Through Team Executive Coaching, a systemic approach to organizational and business innovation was supported.

Subsequently, by coaching individuals and small project teams, the organizational innovation and management potential were improved, and, in a few months, activated within Company business projects and practice.

