

Guest,

Welcome to:

## Reorganization: A Strategic Advantage - Being Proactive, Not Reactive

Presented by  
Lighthouse Consulting Services, LLC



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



### In-Depth Work Style Personality Testing

In-Depth Work Style Personality Assessments

Why In-Depth Is Best

Work Style Personality Testing

Work Style Assessments

Pre-Employment Testing

### Talent Development

Talent Development

Talent Development Workshops

Skills Testing

Team Building Service

Sino American Management Style

Interpersonal Coaching

### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550


Santa Monica, CA 90403

USA

T. 310-453-6556

F. 310-828-6987

### Translate

 Select Language | ▼

### Follow Us



### Latest Posts from our Blog

*Upset Clients? How to Flip Frowns Upside Down*

*Managing Stress in Our Lives*

## Typically, Companies Reorganize Reactively

- Either in reaction to marketplace declines or other threats to their business
- What other choices do organizations have?
- Let's look at one powerful option...

1



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality**

**Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



### In-Depth Work Style Personality Testing

In-Depth Work Style Personality Assessments

Why In-Depth is Best

Work Style Personality Testing

Work Style Assessments

Pre-Employment Testing

### Talent Development

Talent Development

Talent Development Workshops

Skills Testing

Team Building Service

Sino American Management Style

Interpersonal Coaching

### Follow Us



### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550


Santa Monica, CA 90403

USA

T. 310-453-6556

F. 310-828-6987

### Translate

 Select Language | ▼

### Latest Posts from our Blog

*Upset Clients? How to Flip Prowns Upside Down*

*Managing Stress in Our Lives*

## How to Turn a Reorganization into a Strategic Advantage?

- Depending on how far into your planning cycle you can see your business model or marketplace shifting, there is an opportunity to shift resources
- The strategic advantage most often can come from the way you execute the organizational change with your workforce, your customers and your supply chain partners

2

**Featured Guest:**

Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)[www.CorporateInnovation.com](http://www.CorporateInnovation.com)**Host:**

Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality**

Code

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)

### In-Depth Work Style Personality Testing

[In-Depth Work Style Personality Assessments](#)[Why In-Depth Is Best](#)[Work Style Personality Testing](#)[Work Style Assessments](#)[Pre-Employment Testing](#)

### Talent Development

[Talent Development](#)[Talent Development Workshops](#)[Skills Testing](#)[Team Building Service](#)[Sino American Management Style](#)[Interpersonal Coaching](#)

### Follow Us




### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550  
Santa Monica, CA 90403  
USA

T. 310-453-6556

F. 310-828-6967

### Translate

 Select Language | ▼

### Latest Posts from our Blog

[Upset Clients? How to Flip Problems Upside Down](#)[Managing Stress in Our Lives](#)

## Frequently Reorganizations Occur Without a Clear Purpose

- Frequently, the way most companies announce and execute reorganizations do not sufficiently overcome the fear and uncertainties caused by the announced changes
- The changes sometimes take a long time to be completely implemented
  - There is often untreated survivor guilt if there are lay offs involved and residual instability with other stakeholders
- It may take a while to resume producing the results in a way that fulfills the intended purpose of the reorganization

3



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality**

**Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



### In-Depth Work Style Personality Testing

[In-Depth Work Style Personality Assessments](#)

[Why In-Depth Is Best](#)

[Work Style Personality Testing](#)

[Work Style Assessments](#)

[Pre-Employment Testing](#)

### Talent Development

[Talent Development](#)

[Talent Development Workshops](#)

[Skills Testing](#)

[Team Building Service](#)

[Sino American Management Style](#)

[Interpersonal Coaching](#)

### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550


Santa Monica, CA 90403

USA

T. 310-453-6556

F. 310-828-6987

### Translate

 [Select Language](#) | ▼

### Latest Posts from our Blog

[Upset Clients? How to Flip Frowns Upside Down](#)

[Managing Stress in Our Lives](#)

### Follow Us





**A Powerful, Positive Communication Narrative is Needed to Clearly Articulate the Business Logic for Any Major or Minor Reorganization**

- Organizational changes require a simple, yet compelling business reason that all stakeholders can understand
  - The workforce needs to connect their jobs to the success of the business
- The new organizational structure needs to demonstrate how it better serves the customers in order to make sense to the workforce
  - The value proposition of the company must be clear and compelling because today everybody appreciates transparency
- Keeping the narrative positive creates a context that helps everybody remember why the change is important especially when there are "bumps in the road" as there naturally will be

4



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality  
Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



**In-Depth Work Style  
Personality Testing**

In-Depth Work Style Personality  
Assessments

Why In-Depth is Best

Work Style Personality Testing

Work Style Assessments

Pre-Employment Testing

**Talent Development**

Talent Development

Talent Development Workshops

Skills Testing

Team Building Service

Sino American Management Style

Interpersonal Coaching

**Follow Us**



**Lighthouse Consulting  
Services, LLC**

3130 Wilshire Blvd., Suite 550  
Santa Monica, CA 90403  
USA

T. 310-453-6556

F. 310-828-6967

**Translate**

Select Language | ▼

**Latest Posts from our  
Blog**

*Upset Clients? How to Flip Protons  
Upside Down*

*Managing Stress in Our Lives*

### Why is a Positive Context for Any Organizational Change Important?

- Every human brain has the capacity for fear-based reactions and behaviors that support creativity
- Fear-based behaviors come from our reptilian brain, often called fight, flight or freeze responses – some scientists refer to this fear-based reaction as an 'amygdala hijack'
- Our creative, collaborative responses come from our frontal cortex
  - We cannot act from both parts of our brain at once
- **TAKE AWAY:** It's up to all of us: leaders, managers, associates at every level, to 'talk up' the positive purposes and desired outcomes of any organizational restructuring in order to help people 'stay the course' and keep focusing on the positive benefits of the new organizational design

5



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality  
Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



### In-Depth Work Style Personality Testing

[In-Depth Work Style Personality Assessments](#)

[Why In-Depth Is Best](#)

[Work Style Personality Testing](#)

[Work Style Assessments](#)

[Pre-Employment Testing](#)

### Talent Development

[Talent Development](#)

[Talent Development Workshops](#)

[Skills Testing](#)

[Team Building Service](#)

[Sino American Management Style](#)

[Interpersonal Coaching](#)

### Follow Us




### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550  
Santa Monica, CA 90403  
USA

T. 310-453-6556

F. 310-828-6967

### Translate

 Select Language | ▼

### Latest Posts from our Blog

[Upset Clients? How to Flip Prowns Upside Down](#)

[Managing Stress in Our Lives](#)

## Take Aways

- How you think and speak about reorganizations matters
- Using 'what if' scenarios can keep your planning, thinking, and agility in 'tip top' shape
- There is no substitute for providing a powerful, positive and compelling reason for having had to change your structure
- It's necessary to support your people, staying positive in the face of change, and reminding people why they matter to the success of the company particularly after a disruption
  - Everyone wants meaning and purpose in their life and in their work



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)  
[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality**

Code  
(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



### In-Depth Work Style Personality Testing

In-Depth Work Style Personality Assessments

Why In-Depth is Best

Work Style Personality Testing

Work Style Assessments

Pre-Employment Testing

### Talent Development

Talent Development

Talent Development Workshops

Skills Testing

Team Building Service

Sino American Management Style

Interpersonal Coaching

### Lighthouse Consulting Services, LLC

3130 Wilshire Blvd., Suite 550  
Santa Monica, CA 90403  
USA

T. 310-453-6556

F. 310-828-6987

### Translate

Select Language | ▼

### Latest Posts from our Blog

*Upset Clients? How to Flip Frowns  
Upside Down*

*Managing Stress in Our Lives*

### Follow Us



**Thank you for attending  
Reorganization: A Strategic Advantage - Being Proactive, Not Reactive**

[Click Here](#) to contact our Featured Guest.

Click on [this link](#) to sign up for our upcoming Open Line:  
LinkedIn 4.0 – Learn About Accelerated Connectivity Like Never Before

Presented by  
Lighthouse Consulting Services, LLC



**Featured Guest:**  
Tom Drucker  
President, Consultants in  
Corporate Innovation

310-306-2066

[Tom@CorporateInnovation.com](mailto:Tom@CorporateInnovation.com)

[www.CorporateInnovation.com](http://www.CorporateInnovation.com)



**Host:**  
Dana Borowka, MA  
CEO, Lighthouse  
Consulting Services, LLC

**Author of Cracking The Personality  
Code**

(310) 453-6556, ext. 403

[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)



**In-Depth Work Style  
Personality Testing**

In-Depth Work Style Personality  
Assessments

Why In-Depth Is Best

Work Style Personality Testing

Work Style Assessments

Pre-Employment Testing

**Talent Development**

Talent Development

Talent Development Workshops

Skills Testing

Team Building Service

Sino American Management Style

Interpersonal Coaching

**Follow Us**



**Lighthouse Consulting  
Services, LLC**

3130 Wilshire Blvd., Suite 550  
Santa Monica, CA 90403  
USA

T. 310-453-6556

F. 310-828-6987

**Translate**

Select Language | ▼

**Latest Posts from our  
Blog**

*Upset Clients? How to Flip Problems  
Upside Down*

*Managing Stress in Our Lives*