

BSH

Turnaround of a Consumer-Goods Business in the US



Michael Traub, Former CEO, Bosch-Siemens Home Appliances, USA

“BSH hired Simon Vetter during the worst economic crisis that our industry faced in a long time. We were faced with drastically reduced sales numbers and market share losses.”

A new leadership team was put in place with different levels of experience in managing complex situations. **There was no cohesiveness in the team and therefore decision-making was not consistent.**

The downsizing and rightsizing of the company required speed and alignment, which did not exist in the leadership team.

Simon reminded me, as the CEO, **change will only happen if I am spearheading the change initiative and participating in the process over the course of the year.**

The combination of individual coaching and the leadership development in various off-site sessions has created a real strong commitment to win together and create alignment in our organization

We have experienced tangible benefits as a result of the leadership development program:

- We jointly defined a clear strategy for our organization.
- Our attitude in the team improved significantly towards “united we stand divided we fall”.
- All associates feel the positive impact on the leadership team.
- The executive team became a high-functioning team
- The credibility of the US organization increased in HQ in Munich.
- The turnaround was building momentum to grow revenue and gain market share.

“We continue to hire Simon Vetter and Stand Out International for leadership development and change initiatives.”