



Consulting and implementation support of soft elements in the integration of three independent branches of AstraZeneca into a new company.

Applicant data



Publishable Name of Applicant: :

Company: TBA

Contact person: Frau Ana Rozman

No of employees: 1 - 10, No of freelancers: 1 - 10

Annual Revenue: keine Angabe

Description:

TBA (Teambuilding Academy) is an organization for development and implementation of innovative, modern and high quality workshops, programs and consulting activities in the field of team work.

Project leader

Name: Dani Polajnar

Function:

Further project leaders:

Customer Data

Company: AstraZeneca, Slovenia's branch

Contact person: Herr Rodrigo Fernandez

No of employees: 26 - 50, No of freelancers: keine

Annual Revenue: keine Angabe


Description:

AstraZeneca is a well-renowned global pharmaceutical company present in more than 100 countries worldwide. In 2011 AstraZeneca merged their branches in Slovenia, Croatia and Bosnia and Herzegovina into a single company named West Balkans Marketing Company.

Short Description

Due to reorganisation in beginning of 2011 the global company AstraZeneca planned the integration of 3 different branches (Slovenian, Croatian and Bosnian) into a single company - West Balkans Marketing Company.

Because of the past good cooperation in the field of soft skills (team work, change management and leadership), AstraZeneca Slovenia invited TBA to the project as a consultant. The key task of TBA was to plan a suitable strategy for successful transition of the integration. The expected challenges were bringing together different cultures, expectations and goals of employees. With workshops and teambuilding activities TBA in a very subtle way acquired information about the expectations of the employees, their fears and their attitudes towards integration. Obtained findings represented the basis for a strategy and implementation of the innovative and creative final 2-day event, which represented the formal integration of all 3 branches. The event was designed in a way to encourage cooperation and enable open communication, minimise the expressed fears, motivate the employees, encourage positive attitude towards the merger, and raise the feeling of pride and belonging to the company. Throughout the event, team work intertwined with the content part, which allowed the bonding of employees from different branches in a non-intrusive way and encouraged their mutual trust as the basis for effective cross-cultural team work in the future.

 [Print project\(s\)](#)

CONSTANTINUS Club | Wiedner Hauptstraße 57/II 2 | 1040 Wien | Tel. 05 90900 3792 | office@constantinus-international.com