



Help Mature-Industry Executives Share Best Practice Ideas

Rebecca's level of responsibility

With the Executive Director, crafted a 90-minute interactive presentation for manufactured ice industry (cubes and block ice) executives.

Duration of the engagement

1 month

The problem(s) presented

The manufactured ice industry was having difficulties distinguishing their products from their competition's, creating consumer loyalty. Ice had become a commodity. Large competitors (Wal-Mart, 7-11) were quickly taking their business. Most companies in their mature industry were suffering, but a few were very successful. Even though the executives weren't in direct competition with each other, they rarely shared what was working to keep their companies thriving.

Steps in solving the problem

After interviewing key executives and the executive director of the association, Rebecca designed a highly interactive presentation designed to inspire audience members to share ideas and best practices. She delivered it with enthusiasm and engaged the audience.

Results achieved

Attendees left with new insights and ideas from their colleagues and the promise to mentor each other.

Morgan Seminar Group

1440 Newport Ave. ▲ San José, CA 95125-3329 ▲ 408/998-7977 ▲ Fax: 408/998-1742
Rebecca@RebeccaMorgan.com ▲ www.RebeccaMorgan.com