



Using teamwork to build a better workplace.

CUSTOMER



EMPLOYEES 2010



COUNTRIES



SALES 2010



## Team Alignment

BOSCH USED SILEGA COLD WAR™ TO  
ACHIEVE BETTER ALIGNMENT AND  
TO IMPROVE COMMUNICATION.

# Teamwork in practice



## Customer

Robert Bosch GmbH is a multinational engineering and electronics company. Bosch has more than 350 subsidiaries across more than 60 countries and its products are sold in approximately 150 countries. Its core lines include automotive systems, from diesel/hybrid drive to steering, starter motors and generators, electronics, and brakes. The subsidiary Bosch Rexroth makes electric, hydraulic, and pneumatic machinery for industrial use.

## Background

Robert Bosch has spent more than a century establishing a name as a leader in automobile and industrial equipment, as well as consumer goods and building systems. The company's progress is supported by systematic and consistent human resources work, which ensures that associates receive the best possible preparation for future requirements.

## Main business objectives

- Improve team work and cooperation between associates.
- Help participants understand their roles in achieving common objectives.
- Help the team resolve common conflicts and determine what causes them.

## Solution used

Silega Cold War

In order to meet the growth demand, in 2011 Bosch set several learning objectives and contacted Silega to help create awareness of team roles, common objectives, communication, and trust. Silega's designers adjusted the content of the simulation and the learning guide to meet those requirements.

## Results

- More than 120 specific actions by generated from associates during the first session. These will help them improve teamwork and alignment.
- Throughout the simulation, associates

"You engaged the audience from the beginning of the day until the end. The simulation was compelling and dynamic and everyone learned a lot that can be put to immediate use."

**M.M., Training Manager**

developed their interpersonal skills, which will allow them to build positive relationships with team members and managers.

- The supportive working environment which was established will likely empower team members to be more productive.

## The future

"The company plans to use Silega's Simulation ... to follow-up with team leaders."

**T.K., Country Director**



# BOSCH

REGION



North America

TARGET AUDIENCE



Employees from all levels

## About Silega

Silega is a global full-service training company. We help our customers quickly improve performance by developing their competencies for greater success. Our areas of expertise include business simulations, executive workshops, measurement tools, training transfer, coaching, and consulting.

## About Silega Cold War™

Silega Cold War™ is a business simulation in which participants experience the most common obstacles to teamwork and inter-departmental alignment. During the six simulation months they must deal with lack of trust, lack of alignment, ambitious goals, poor communication, conflicts caused by egos, and all the resulting negative impacts on organizational productivity. As the simulation progresses, participants discover practical ways to improve team performance and increase the levels of trust and resource sharing. This program teaches team members how internal strength and alignment define the external strength of an organization.