



Delivering strategy through people.

CUSTOMER



EMPLOYEES 2010



COUNTRIES



SALES 2010



## Strategic Planning

BRIDGESTONE USED SILEGA EXPEDITION™  
TO IMPROVE PLANNING AND COMMITMENT.

# Ensure the best decisions for the organization

## Customer

The Bridgestone Corporation is a multinational rubber conglomerate founded in 1931. In addition to passenger and commercial vehicle tires, the company produces tires for construction and mining vehicles, agricultural machinery, and aircrafts. It also manufactures a range of non-tire products, including consumer products. Bridgestone operates some 180 manufacturing plants in 25 countries and sells its products worldwide.

## Background

In order to attain this level of globalization, the company established a new set of corporate policies in 2001. In addition to the pursuit of superior quality in all corporate activities, Bridgestone focused on several strategic initiatives. These include:

- Expand strategic tire products and businesses
- Reinforce fundamental competencies
- “Selection and concentration” in diversified products business
- Enhance environmental activities as well as eco-friendly products and businesses.

To achieve these goals, the organization needs to establish objectives at a number of levels. SMART objectives are designed to ensure that everyone understands what is required and by when. They make it easy to measure performance so that the business knows if and when its goals have been achieved.

## Main business objectives

- Improve planning through the use of SMART objectives.
- Motivate employees from all levels to go the extra mile.
- Create a common vision for success.



## Solution used

Silega Expedition and customization

Part of Bridgestone’s strategy focuses on people management. The company aims to attract top employees and to retain the people that it recruits through providing valuable learning and development opportunities.

Silega was hired to reinforce the adoption of a SMART business planning model.

Because of the large group size, Silega’s design team modified the Expedition simulation so it can be run with groups of more than 500 participants in less than two hours.

## Results

- Employees from all levels were trained to apply the SMART planning model in their everyday life.
- Specific actions were outlined in order to use all available resources in the best possible way .

*Silega’s design team modified the Expedition simulation so it can be run with groups of more than 500 participants in less than two hours.*

## The future

Ongoing measurement makes it possible to monitor performance against targets. Bridgestone’s customers expect value for money, want speedy service, and expect the company to be reliable and trustworthy. In order to achieve this, Bridgestone continuously strives to achieve top-level performance in everything it does while serving its customers, employees, and shareholders.



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 Expedition™

Silega Expedition™ is a business simulation that places participants in a challenging and inspiring experience of climbing Mount Everest in order to win a prize offered by an eccentric millionaire. Time is crucial; they must reach their goal in just a month.

Participants work and compete in teams of five or six. Together they have to make decision about how to work together, how to use their personal strengths, which route to take, what equipment to take, and what risks to run. This program includes an enhanced multimedia experience featuring original video footage from the mountain and special effects.