

# Achieving Productivity in the Management Team

Engaging the management team and having them participate in their Annual Strategic meetings was important for Simmons SEA Pte Ltd. However, they faced challenges in knowing how to go about doing this effectively.

It was observed that while some individuals would appear bored, disinterested or even be stressed out whilst attending such meetings, a handful, usually the more vocal ones, would participate actively.

Simmons SEA realised that they were unable to leverage the power of the entire team, and as such, the desired outcomes of such meetings were often not met. This in turn, has hindered its potential to grow as a company.

## Goals to Achieve



### Increase in Contribution and Diversity of Ideas

Ensure full participation of every team member in meetings.



### Achieve Meeting Goals

Ensure the management team effectively completes a 3-day strategic meeting session and meet its goals.

## The Impact



### Increased Contribution and Diversity of Ideas

Those who were not expressive before, spoke up and started to contribute more to meetings.



### Increased Motivation to Attend Meetings

Members from the management team were more motivated to attend meetings, especially the Annual Strategic Planning meeting.

## Overview

### About Simmons SEA Pte Ltd

Simmons is a world leading company specialising in bedding products, committed to helping consumers attain a higher quality of sleep and supporting its mission through a Better Sleep Through Science® philosophy.

### Participants profile

Managers

### Challenges

- Ineffective meetings
- Limited participation and contribution in meetings

“Emergenetics enables effective communication with positive outcomes.”

Casey Teh, Managing Director