

Table of content

1. Executive Summary.....	3
2. Introduction.....	4
2.1 Dun & Bradstreet (Switzerland) Ltd. as an organisation	4
2.2 Background to the challenge	5
2.3 Outline and approach to the challenge	7
3. Discussion and Analysis of key issues	8
3.1 Major differences as key issues between Prilly and Urdorf	8
3.1.1 McKinsey's 7S framework reveals differences.....	8
3.1.1.1 Hard factors - Strategy, Structure and Systems	9
3.1.1.2 Soft factors - Staff, Style, Skills and Shared values.....	11
3.2 Issues and how they got resolved while implementing Project "Move"	13
3.2.1 Strategic buy-in of the key people and building dialogue	13
3.2.2 Ethics	14
3.2.3 Dilemmas as character-building defining moments.....	14
4. Conclusion and Recommendation.....	15
5. Personal reflection.....	16
6. Appendix	17
6.1 References	17
6.2 Interviews	18
6.3 Table of figures.....	18