



# Empowered Decision Making

## Business Culture

---



- ∅ How empowering is your organisational culture?
- ∅ What are the support mechanisms?
- ∅ Delegation not abdication!

# Empowered Decision Making Business Culture



- ∅ “Catch them doing something right”
  - ∅ Ken Blanchard “The One Minute Manager”
- ∅ “No blame” culture
- ∅ Commitment to team & individual development as marketers
  - ∅ Competency systems?

# Relationship between Skills & Career Success?

After Boston Box Portfolio Analysis

High

Star

High marketing skills &  
High career potential

Cash Cow

High marketing skills  
Low career potential

Skills

Low

Question mark

Low marketing skills  
High career potential

Dog

Low marketing skills  
Low career potential

High

Career Potential

Low

