



# Turbo Powered Meetings

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## Zing Case File Snapshots #1

### Nufarm Australia Limited

The workshop objective was to develop an outline of a marketing plan that would result in greater penetration into the cotton chemical market. At the conclusion of the 1 day workshop, the group had agreed the plan outline, determined the major promotional thrust, identified obstacles and potential areas of resistance as well as developed action plans for completion of the final document.

**Comments on Zing;** Sharon *"Allows for equitable participation amongst group"*  
John *"interesting, thought provoking, and promotes group involvement"*  
Shane *"Good brainstorming exercise that gathers many different ideas and helps them to be co-ordinated into a useful document"*

### Bisley & Co

The workshop objective was to gather information to support the acquisition of a new software system. In just over 2 hours, the group identified what were the shortcomings of the existing system, what the high level specifications of the new system should be, what specific areas of functionality were needed for each major operating area of the company and what attributes should be evidenced by the successful vendor.

**Comments on Zing;** Ross *"very worthwhile / informative"*  
Nick *"good brainstorming"*

### Wesfarmers Pty Ltd

The workshop objective was to clarify changes in role of branch managers resulting from organisational restructure. The group worked in pairs and by the end of the day had clarified the role and responsibilities of branch managers, determined areas for business process improvement within the company, developed the framework for a 3 year branch business plan and had a unified vision of what had to be done.

**Comments on Zing;** David & Adam *"I want a lend of the gear for our staff meetings"*  
John & Ian *"It has made all people want to be (and get) involved in the process"*  
Sarah and Matthew *"good forum to get your own ideas across"*

### Dow Chemicals Australia

The workshop objective was to assess the merits of the distribution strategy that had been implemented the previous year. By the end of the day, the workshop had validated the distribution strategy, identified specific areas for improvement required from each of the distribution channels and determined what improvements Dow had to make in their business relationship with each of the channels.

**Comments on Zing;** Cam *"Excellent unbiased technique"*  
Jim *"it would normally take us 4 days to get to this end point"*  
Howard *"Provided a good format for a full range of thoughts and comments to be explored. The technology provided a unique method of capturing the information that would normally be lost on butchers paper"*

*Note; The quotes shown for each case have been copied directly from each individual workshop transcript.*

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**LEVERAGE YOUR KNOWLEDGE – APPLY OUR KNOW HOW –TOGETHER WE MAKE IT HAPPEN**

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### Intentia Australia

The workshop objective was to determine sales strategies to handle recurring objections encountered by the Intentia sales staff. At the conclusion of the workshop, the group had; analysed the competitive strategies of major competitors, determined Intentia's competitive advantage, identified recurring objections, matched competitive strengths to each and gained confidence in their ability to outsell their competition.

**Comments on Zing;** David *"Zing was excellent... the session on objection handling was very good"*  
Yvonne *"The technology enabled a quick response from the group using time efficiently"*  
Sean *"I found the vehicle to be very good – particularly in building the elevator pitch"*

### Stryker South Pacific

Zing technology was used by the IT evaluation team to review and appraise demonstrations of software functionality. A review session was conducted at the end of each day of the demonstrations so that recency of experience could be captured. At the end of the week, the team had a comprehensive critique of the vendor's performance and was ready to proceed to the next stage of the project.

**Comments on Zing;** Alison *"gained the total involvement of the whole group"*  
Gayle *"Zing technology is very useful and efficient"*  
Simon *"gives an easy way of collating thoughts and opinions"*

### Cerebos Australia

A workshop was held to determine strategies to help the Information Services Department achieve its overall business plans particularly in relation to the provision of internal services that support the business. The group sought a means of gathering and collating their thoughts in a time effective manner.

**Comments on Zing;** Linda *"Interesting approach, much more effective than white boards"*  
Boo *"Great start to our strategy document, the new approach is good"*  
Peter *"Great real – time collaboration tool"*

### Connect IT

A workshop was held with this Central Coast group of 35 interested parties to prepare a submission to the government inquiry into the rural telecommunications service. The workshop was conducted with groups of 3 and in less than 2 hours produced the high level response that formed the basis for the group's submission. The government acknowledged the validity of the response and Zing methodology by publishing the Zing workshop transcript on the telecommunications inquiry website.

**Comments on Zing;** PMRH *"Great tool, enables quick capture of input and ideas"*  
BLATS *"Very good; A good way of getting a large group of people to do something productive"*  
Rod *"An excellent tool for gathering thoughts and information"*

*Note; The quotes shown for each case have been copied directly from each individual workshop transcript.*