

## Mars Petcare



“The Integrate and Empower Leadership System transformed our culture. We now deliver better products at less cost to more customers in a shorter period of time.”

Doug Cahill  
CEO  
Doane Pet Care  
Mars Petcare

### CHALLENGE

Mars Petcare is the world's leading provider of pet care products with a focus on pet food. They have been feeding pets since 1935. Mars Petcare acquired Doane Pet Care in 2006 and needed to integrate Doane Pet Care into the Mars Petcare family.

Doane Pet Care was the country's largest private label pet food company, created through the acquisition of several regional pet food manufacturers. They had been utilizing Xcelogic's Integrate program for several years in effort to create a "One Team – One Culture" fully integrated organization. Since these efforts were so successful, Mars chose to use Xcelogic's Integrate program to facilitate the merging of these two large organizations.

### SOLUTION

Use a customized, Mars Petcare specific version of Xcelogic's Integrate program. Work with all 472 managers and key people representing both companies utilizing Xcelogic facilitators.

### RESULTS

One of the most important results was the new integrated Mars Petcare scored higher on the Mars Corporation Q12 Engagement scores than any other Mars business unit. The Q12 Engagement score is an indicator used throughout the Mars Corporation to measure employees in 12 different matrices. Additional results of the Integrate initiative include:

#### INTANGIBLE RESULTS

- Adopted new ways of leading and thinking
- Increased commitment to the newly formed Mars Petcare
- Established an eagerness to jointly discover best practices
- Identified new habits and behaviors to develop together
- Invigorated passions to excel, win, and be the best
- Developed an "It starts with me" responsibility for the integrated culture
- Transitioned away from old school management to leadership

#### TANGIBLE RESULTS

The loss of talent was deliberately minimized. None of the key people in either company left during or within several months after the merger as a result of working with Xcelogic. The time frame for the merger integration and achieving the synergy expected was several months shorter than planned. The cash resources required for the integration/transition process was almost 25% less than anticipated.

#### ABOUT XCELOGIC

Xcelogic is a recognized leader in leadership, communication, and culture integration training. Hundreds of corporate, government, and non-profit clients use our powerful, intuitive system to quickly and effectively develop their people **into world class leaders.**

We know how people learn. We also understand how organizations work. We believe that our superior learning and communication system, when made widely available across your organization, provides a distinct competitive advantage that is not easily duplicated.

That's what Xcelogic is all about – economically putting the power of highly developed leadership and communication skills in the hands of everyone who needs to be at the top of their game. Our goal is to train, develop, and motivate the people who will move your organization forward.