



Philipp Engelhorn photo



Synergos Consulting Services

Case Study: Corporate: Healthcare Sector

Country: *Mexico*; Sector: *Health & Wellness*

Synergos strengthened the alignment of the senior leadership team and built a network of Mexican civil society contacts with whom the company could collaborate.

Business and Social Challenge

A leading health and wellness company sought to grow its business in Mexico, a relatively new market for the organization. The company's vision was to build an enterprise in Mexico that would be economically, socially and environmentally sustainable. Senior leaders of the company rejected the notion of having an "office for corporate social responsibility," opting instead to mainstream sustainability throughout their core business and operations. Mexico presented significant opportunities for the company, as well as prospects for maximizing profit aligned with environmental and social development.

Scope of Services

The company hired Synergos to catalyze its early stage thinking about establishing a sustainable business in Mexico. Synergos was assigned specifically to address two key issues:

- Strengthen senior leadership team alignment and deepen its ability to generate creative sustainability strategies
- Build a network of Mexican civil society contacts with whom the company could collaborate.

Synergos implemented the following stages of work:

- **Experiential Learning:** Synergos organized an immersion exercise for the company's key team in Mexico. This three-day experience entailed a learning journey into indigenous peoples' areas in rural Oaxaca. The corporate team interacted directly with indigenous leaders and communities. The Synergos facilitation group applied this context as a foundation for learning, enabling the team to uncover new insights and possibilities, as well as reaffirm core values and commitments.
- **Stakeholder Engagement:** Synergos identified potential partners and thought leaders in five main social areas of interest to the company: women, the environment, indigenous people, water and education. Synergos then designed and organized an energizing public brainstorming event, enabling the company's leaders to interact with this broad network of contacts. At the event, cross-sector groups were tasked with generating high-level ideas for the company to

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contribute to social and economic development. These ideas and contacts are providing a platform for the company's sustainability planning in Mexico. Representative organizations included Ashoka- Mexico, the Mexican Fund for the Conservation of Nature, and the Oaxaca Foundation, among others.

Results

The company developed creative ideas for building a sustainable business in Mexico, convened new partners with which to implement those ideas as well as an invigorated senior leadership team with a deeper commitment to serving the company's highest ideals and values.

About Synergos Consulting Services

Synergos Consulting Services partners with global corporations to build sustainable businesses and create social impact in the emerging markets of Africa, Latin America, Asia, and the Middle East.



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