

# *Putnam Investments: Rebuilding the Culture*



# Introduction

This case Study involved examining Putnam Investments, a leading investment management firm with problems as it endeavoured to reestablish a proper organizational culture after periods of conflicts and poor performance.



# *Investments background*

**The investment management company from Boston called Putnam Investments was once among the key market leaders. However, years of conflicts with its management, additional regulatory attention and the dwindling performance of the funds it managed eroded confidence and clients' loyalty was lost.**



# Change Process

The following is some of the cultural change management strategies which Putnam Investments employed in order to bring about a cultural change. Communication openness also received a lot of practice from leadership and the beginning of leadership training programs that encouraged both ethical behavior and effective teamwork.



# Conclusion

**This case of Putnam Investments is unique and only serves as a reminder that financial services firms must build a robust, flexible culture. Hence, Putnam was able to make progress for a new beginning by admitting mistakes in the past and emphasising exposed responsibilities, accountability and learning culture.**



# Resource

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

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