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Accelerating decision-making with dynamic group processes and state-of-the-art systems.

Case Study

Times Mirror Corporation

When Kathryn Downing and Mary Junck, presidents of *The Los Angeles Times* and Times Mirror Eastern Papers, called to ask if CoNexus[®] could be used to poll 125 senior managers for the Times-Mirror Company at a three-day offsite, I said, "Absolutely." But I asked whether simple polling would provide much value. Kathryn and Mary assured me that it would.

At the meeting, Times Mirror executives presented a series of strategic initiatives. The entire audience then responded to polling questions related to their confidence in the market and revenue assumptions underlying each initiative and its strategic fit.

CoNexus[®], "a very effective tool"

The meeting became very interactive as polling results sparked rich, lively discussions of each initiative and overall Times-Mirror strategic direction. "The CoNexus[®] polling improved the quality of discussion at our meeting and helped us surface issues that we might have missed," said Ms. Junck.

According to the LA Times' Downing, "CoNexus[®] polling contributed to the effectiveness of our off-site. We were able to know within minutes where a large and diverse group was in their thinking and receptivity to each topic. We could then address the issues raised by the polling. I am a great fan of CoNexus[®], a very effective tool."