



# THE ★ JFK EXERCISE

A systematic approach to improving inter-departmental cooperation

*“Ask not what others in your organization can do for you, ask what you can do for them.”*

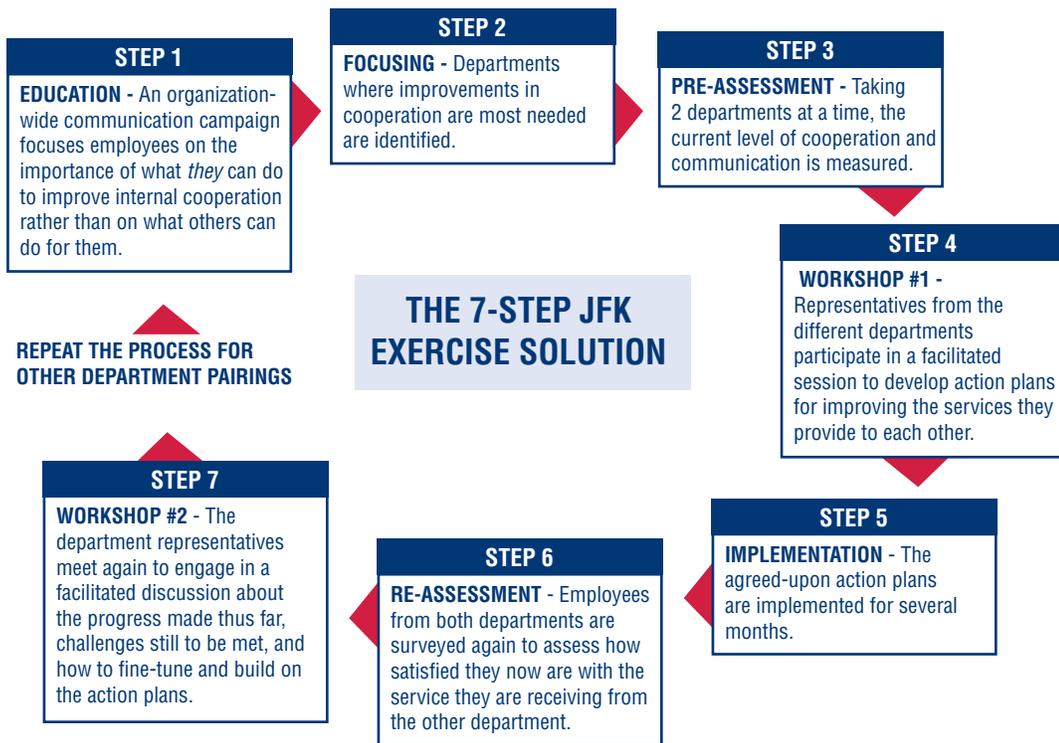
Based on the principles espoused by John F. Kennedy in his presidential inaugural address, the JFK Exercise changes an organization’s culture of finger-pointing, blame, and poor internal customer service by re-focusing employees on taking responsibility for what **they** can do to meet the needs of **their** internal customers.

## THE PROBLEM

**Poor internal cooperation inevitably results in poor customer service. But** extensive employee research shows that:

- Half of all employees believe *cooperation* is poor between their department and other departments,
- More than half believe *communication* is bad between their department and other departments.<sup>1</sup>

<sup>1</sup>Based on surveys conducted of 60,000 employees in 85 organizations conducted by The Discovery Consulting Group, Inc.



## WHAT OUR CLIENTS ARE SAYING ABOUT THE JFK EXERCISE

“We used the JFK Exercise in our company and it helped us to achieve tangible, measurable improvements in cooperation between groups.”

**Michael DeLaRosa**  
Chief Operating Officer  
Picerne Military Housing

“Our organization engaged The Discovery Consulting Group to conduct several “JFK” exercises within our business. These were valuable exercises, bringing separate departments together to work through internal customer/supplier issues. The result was a better understanding of the interactions between departments and some specific steps to improve these interactions.”

**Senior Biotechnology Executive**

To learn how the JFK Exercise can improve cooperation in your organization, contact:

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