

GE Jack Welchs

- a. How difficult a challenge did Welch face in 1981? How effectively did he take charge?
- b. How does such a large, complex diversified conglomerate defy the critics and continue to grow so profitably? Have Welch's various initiatives added value? If so, how?
- c. What is your evaluation of Welch's approach to leading change? How important is he to GE's success? What implications for his replacement?
- d. Is Welch creating/adding value in the early 1980s? If so, how? Can Welch be adding value to this highly diverse portfolio? Is GE's internal organization a more efficient resource allocator than the market?
- e. As we follow Welch's continuing initiatives—Six Sigma, A Players, and e- business—what patterns do you see in his approach to implementing change over his 20-year tenure?