

Introduction to Samsung Organizational Change

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01

Samsung Company Profile

A large Samsung logo is displayed on a dark stage. The logo is in white, bold, sans-serif capital letters. Above the logo, there is a complex structure of stage lights and trusses. Below the logo, there is a blue light effect consisting of many thin, radiating lines that create a sense of motion and technology.

SAMSUNG

Many people know Samsung from Samsung cell phones, in fact, today's Samsung Group spans a number of industries, its three subsidiaries were selected by the U.S. Fortune magazine as one of the world's top 500 companies, cell phones are just one of the business. Samsung Group is ranked 19th in the global scale of large business operations, and its economy accounts for more than 20% of Korea's GDP, making it the 35th largest economy in the world. Its influence not only involves the economic field, but also causes considerable repercussions in the political, social and cultural fields.



02

Samsung Change Background

1

The invisible economic war. WTO officially replaces GATT and has a strong binding effect on all enterprises and countries, foreshadowing the advent of the era of unlimited competition.

2

The most rapid change period in human history, the end of the 20th century is in the transition from industrial society to information society, the information revolution, technological progress to promote political, economic, social and other areas of change, will break and transform the existing economic landscape.

3

A rapidly changing international community. In the 1970s and 1980s, the international environment changed dramatically, with Europe and the Americas advancing integration and Southeast Asia forming alliances, and the rapidly changing international situation brought unpredictability in the future.

03

The spirit of new operational
thinking



Founder of the Frankfurt Declaration,
former Samsung Chairman Lee Ken-hee

The Frankfurter Manifesto: The life span of a company is not eternal, so we must be brave enough to dissect ourselves and have a sense of crisis; business leaders must be aware of the changes in the world and not sit back and watch the sky; we must establish a new strategic goal for Samsung - to become a world-class super-class company. To enter the world's top ten in 2000; to completely abandon the "quantity-centered" management ideology and firmly establish the management ideology of survival and development by quality; to reshape the image of "Samsung" and establish a Samsung culture in line with the spirit of the times: emphasize practicality and Bury the formalism. From now on, except for the wife and children, everything has to change!

04

Reform content

Large-scale
organizational
restructuring

01

Seven to four
working days

02

Documenting
Culture

03

Introduction to Samsung Organizational Change

Thank you for listening