

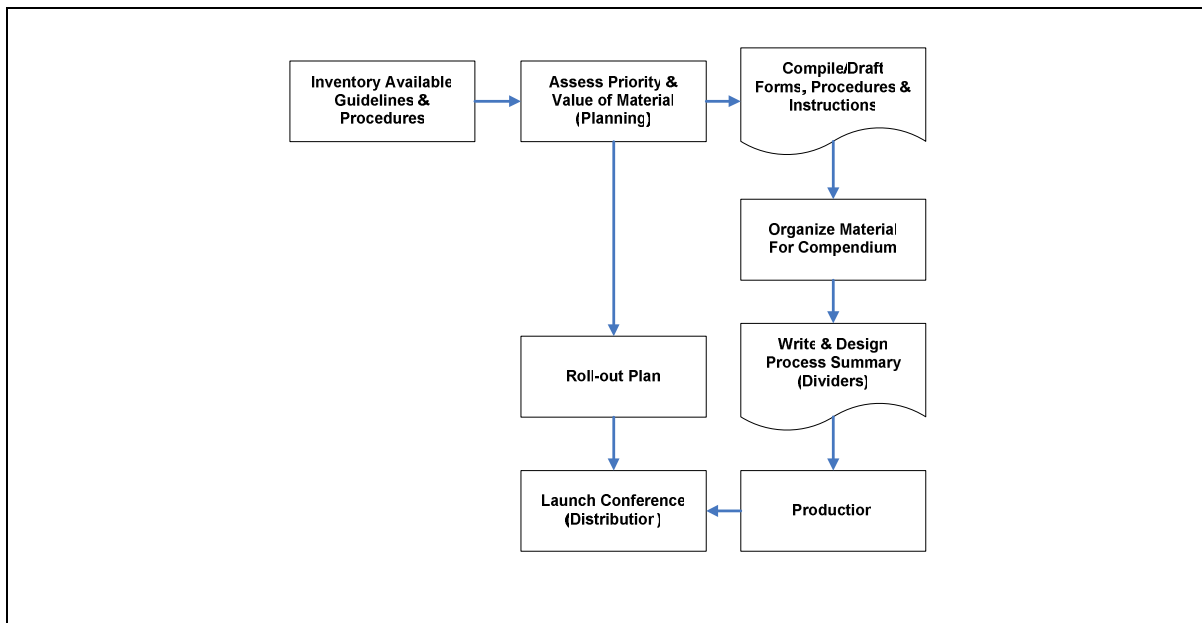
Case Study

Worldwide Guidelines for Planning, Design & Construction

Client	Johnson & Johnson
Locations	New Brunswick, New Jersey Headquarters – Worldwide Operations
Department	Corporate Engineering
Project	Guidelines, Standards & Procedures for Capital Projects
Deliverable	Manual containing policies, standards, procedures & key control forms
Participants	Corporate Engineering Directors & Staff
Staffing	Principal, 2 technical writers, graphic designer, production
Duration	Fifteen Months
Implementation	Annual global engineering conference, keynoted by J&J chairman

Background J&J's corporate group oversees capital programs for 200+ operating companies. The guidelines were developed to provide common process elements, methods & formats without compromising the company's decentralized structure.

Approach MartinCompany collaborated with corporate staff and operating company executives to compile and reconcile best practice standards to include in the publication. At key stages corporate staff critiqued content and began early to plan the roll-out of the guidelines to the operating companies. The CEO of J&J keynoted to roll-out conference to the worldwide facilities team.



Hurdles J&J's corporate staff involved operating companies to maximize recognition of their past success and local ownership of the standards promoted by the corporation.

Benefits Communication with and among operating companies increased, as did corporate executives' recognition of the engineering & construction function and the value of their contribution to the company.