



SYP Tool: Take Responsibility

Title: Case Study: Tylenol Recall

Objective: Use the Tylenol Recall incident as a case study for analyzing the impact of taking responsibility

Resources: Tylenol Recall article

Setup: In 1982, the Tylenol Company was faced with a nightmare. Seven people died due to a cyanide poisoning from Extra-Strength Tylenol capsules. It was predicted that the Tylenol brand would never survive the tragedy. Why did they survive this crisis? They took responsibility and cleared 31 million bottles of Tylenol capsules from store shelves and offered free replacements for new tablet for no charge. This act of corporate responsibility was unheard of at the time. It was not only the right thing to do. It also helped them to recover market share and re-established their brand name in the marketplace (A year after the incident, the company almost regained its place in the market)

Discussion: The Tylenol example is an extreme example. Let's try to apply their act of responsibility to our work environment. Think about a time when we failed our customers, clients or shareholders.

- What was the situation?
- What did we do as an organization/group to take responsibility?
- Think about a time where we should have done a better job of taking responsibility. Imagine that we have an opportunity have a "do over". What steps would you recommend that we use to handle this situation better?