Task – NUMMI

Please listen to the podcast “NUMMI – a joint venture of General Motors and Toyota”, and answer the following questions:

1) What were the reasons for GM to set up the joint venture with Toyota? What were their needs to change?
2) Which factors supported the change?
3) Which factors worked against it?
4) What can you learn from this example about the psychology of change?

The final result should be a Word document with max. 2 pages. Please work together on the questions and hand in one document per group.