

“What YOU should know about dumpster diving.”



Weekly Learnings 05 / 2024

This is a true story from 2001/ 2002 and what you can learn from good leadership.

Dumpster diving is common. Simply stated it is scavenging the dustbins outside a competitor office.

In 2001/ 2002, Unilever had a company in Chicago - Helene Curtis. This company was discussing and planning the launch of Dove Shampoo in USA.

The papers from this launch program were put in the dustbin and P and G people sourced the material. P and G was the global leader in Shampoo then.

In a P and G meeting, managers presented this data and AG Lafley the Chairman asked them for their source of information. They sheepishly admitted to dumpster diving.

AG Lafley then flew over to London to meet the Unilever Chairman Niall Fitzgerald and put the full facts before him, apologised and said, " We will accept whatever you decide". The following was decided between the two Chairmen.

P&G paid the Unilever Hair category about 140 million USD as compensation.

Some people involved from P&G were dismissed.

Some people were moved out of the P&G hair category and

Pantene Variant planned against Dove Shampoo was postponed by 2 years.

I have always respected P& G and was in the Unilever Hair category at that point. My respect for P& G and Lafley went up significantly.

A few years later, 2006, in Nokia, the Operator team presented some data, and I was told this data collected was dumpster diving from Airtel. I asked the team to stop, I called Manoj Kohli the Airtel CEO, apologised, and sent him back all the information.

In a world that has high attrition, managers move between companies and carry all the information. This is PC diving and only leaders via asking the right questions can set the bar high.

Employees follow the standards set by a leader.

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inshorts

What is 'dumpster diving', which the govt has warned against?

The government's nodal agency CERT-In has warned against 'dumpster diving', which refers to fraudsters searching through a person or an organisation's trash to obtain sensitive or valuable information for malicious activities. It suggested using a shredder to destroy documents, installing security cameras or employing security personnel and disposing electronic devices properly to avoid misuse.

swipe left for more at CERT-In / few hours ago

'Educate employees on risks of dumpster diving'
Encourage them to be vigilant, said CERT-In

