

## EXECUTIVE SUMMARY

Modern industrial culture frequently exposes people to high levels of noise, which are more and more recognized to be hazardous. In the long term, high noise altitudes have physiological effects, which can lead to deafness or hearing weakening. In the smaller term noise can compromise workplace safety by obstructing communication and can lead to disorder through psychological stress. The lubricants industry is currently at 11 billion rupees and in volume terms it is a 55 million litre market and the industry is still evolving in Sri Lanka. Starting in 1994 with the liberation of the lubricant industry, the year on year growth had been around 4%. But the industry has had a negative growth of about 5% over the last 3 to 4 years due to various reasons, macro and micro. Currently there are 15 players in the market and all the top multinationals are here – Shell, Mobil, BP, Castrol, Valvoline, - having been in Sri Lanka since 1998.

The literature review is applied and utilized as the relating and considering the association of the three key drivers of describing of transformational leadership, adapting strategic human resource management and brands proposition are deliberated. Theoretical background was delivered based on similar researches and studies done in the previous with actual world behaviors, to discover the relevance. The literatures on diverse stages of growth in businesses, key elements and variables that influence the sustained growth are also deeply discussed. The transformational leadership has focused to the organizations to success has also been illuminated. The theories behind how adapting human resource management (HRM) in strategically best has also been deliberated in detail. Furthermore, it has discussed in detail about the brands proposition influencing to the sustained growth of an organization.

In deviation with other models of personality, the Big Five were derived from the everyday language that people use to describe one another. Starting with a master list of nearly 18,000 personality descriptors, the list was eventually boiled down to five fundamental factors: need for stability, extraversion, openness, agreeableness and conscientiousness. The Guided Independent Study report narrates how transformational leadership was impacted to sustainable business growth.

Chevron has been frequently referring to for instance one of the most successful privatization stories of Sri Lanka. Having entered Sri Lanka in 1994 Caltex re-ignited the lubricant oil market in Sri Lanka giving it new identity despite several other global brands

which at the time were active in limited capacity. Typically lubricant oil and other petroleum based products were blended and distributed by state owned Ceylon Petroleum Corporation (CPC) and was identified under a generic name 'Lanka' oils. The products were distributed through very primitive means. The mobile selling operation was limited to a barrel a-top a bullock cart. The story captures the leadership of the organization from then to now facilitated mainly by Caltex's (CLLPLC) presence.

The Guided Independent Study report with its dramatic twists and turns is sure to interest many a reader who seeks inspiration through success stories of others. Although a leadership based Guided Independent Study report it touches on a variety of topics such as transformational leadership, strategic on HRM, brand driven organizational culture and strategic thinking which were key ingredients in Chevron's winning story. As the author pens these lines Chevron has just invested in a USD 15 million lubricant blending plant to be the first of its kind in Sri Lanka. With that being said let me encourage everyone to embark on this learning journey while concluding with a line from one of Chevron's own marketing campaigns which ends, Wise men follow the star.

Basis on the interpretations and findings with respect to the case framework, it was determined that sustained growth was achieved by Chevron Lubricants Lanka PLC throughout the latest two decades and that it had been driven by transformational leadership. Success of Chevron Lubricants Lanka PLC has been attained due to implementation of adapting strategic human resource management practices and the brands proposition as well by the leadership. Moreover, this case study offers many perceptions to the corporate environment to function their companies in a challenging and competitive mode.