

Is Martin Timell TV4's own Harvey Weinstein?

MANAGEMENT DECISIONS

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Timeline of Management Decision

19 October 2017

Six days after Lulu Carter posted the picture of Martin Timell next to Harvey Weinstein on Instagram, the TV4 Group started to take actions. They announced that all collaborations with Timell were put on hold. As a result of this, all programmes with Timell were removed from the planned TV-schedule and that all *Äntligen Hemma* programmes were removed from TV4-play.

The same day, an internal e-mail was sent from the CEO of the TV4 Group Carsten Almqvist to all of the employees of the TV4 Group regarding the crisis. In his e-mail, Almqvist stated that there are many lessons that should be learned from the crisis, and that he does not tolerate the employees hurting each other as long as he is the CEO of the TV4 Group. Almqvist emphasizes that he is proud of the strong culture that TV4 has which consists of a great respect for each other. Furthermore, Almqvist argues that TV4 Group as an organization always should take fast and firm actions against behaviour that could harm this culture. Almqvist concluded the email by listing the fast and firm actions that the TV4 Group will take in order to make sure that a situation like this never happens again.

21 October 2017

Almqvist addressed the crisis on TV4's own news morning show. Almqvist admitted that, in 2016, it was brought to the board's attention that an inappropriate working environment was present on the set of *Äntligen Hemma*. The production company of the show, *Meter Television*, performed an investigation at that time and came back with the conclusion that this was true. Almqvist claimed that they had the impression that the problems were addressed and solved, something that they now realised was not the case. The conclusion is that the TV Group's executive board might have looked away from the problem and that Timell should have been fired immediately at that time.

Almqvist stated that the TV4 Group has failed to act in the past and therefore, it is important that they act with full forces now. Finally, Almqvist highlighted that this problem goes beyond something that has just happened at TV4, it is a structural problem in our society.

23 October 2017

Ten days after the crisis was set in motion, the TV4 Group chose to end all collaborations with Timell. This was presented on an internal meeting to the employees of the TV4 Group. On this meeting, Almqvist commented the situation by saying:

“There has been a musty air hole from the past where behaviour like this has been accepted. But on my TV4, where I am the boss, this sort of behaviour is totally unacceptable”

Even though the TV4 Group had a meeting with their employees, many of them felt that the managers could not answer their questions, and some left more upset after the meeting than before.

27 October 2017

Bonnier's CEO Tomas Franzén send out a newsletter that informed the whole corporate group about a new emergency measure system which enables employees to report certain incidents anonymously that will be transferred to an external law firm. Another managerial decision undertaken by Bonnier was to complement the yearly employee engagement survey with additional questions in order to bring up infringements and harassments.

24 October- 23 November 2017

The law firm *Zetterwalls* was hired to perform an investigation regarding how the TV4 Group had handled the different situations during the years. It was important for the TV4 Group that the investigation was done by an external part in order to maintain the trustworthiness against their employees and external stakeholders. The TV4 Group did the investigation in order to learn what went wrong, who to blame, and learn for the future in order to prevent a situation like this from ever happening again. The board chose to take part of the results from the investigation before it was released to the public. This is something they got a lot of critique for since it was an external investigation and people felt like they were trying to hide something from them.

The result of *Zetterwall's* investigation was released 23 November and concluded that the TV4 Group had acted inadequate on many occasions. The result stated that Timell should have been fired way earlier. Furthermore, the investigation pointed out that there had been severe problems regarding the working environment on the production set of *Äntligen Hemma*. That TV4 Group chose not to act upon the results are something that Almqvist regrets today.

In fact, the TV4 Group was aware of the inappropriate behaviour that dated back to 2008. The TV4 Group admitted that they actually had already taken part of an investigation done on Martin Timell by *Meter Television* in 2016 due to a bad working environment. Almqvist stated that he agrees with *Zetterwalls* results and concludes that when looking back, they did have enough of grounds to end the collaboration with Timell there and then.

Restoration of TV4's culture

After the TV4 Group had received the results from the external investigation made by *Zetterwalls*, a meeting with the employees was conducted where different aspects from the investigation were brought up to light. Some of these aspects were concerns about the culture on TV4 and the executives' choice of not to act in the right away when they were notified on inappropriate behaviour.

Famous TV-personalities at TV4 have criticised their own company for not handling the crisis well enough. Among the criticism is the choice to keep all of the executives. This critique has also been shared among external stakeholders and the public. TV4's CEO Carsten Almqvist responded the critique by stating that there is a difference between wrong actions and choosing not to act. The decision to keep all of the executives was based upon the grounds that everyone are capable to do mistakes, and that a person's entire future should not be based on one mistake. Almqvist argued that if a person is capable to realise that they have done something wrong, learn from their mistakes, and are willing to change, then this can be a situation they learn from instead. Almqvist stated that he, bottom line, has the responsibility for everything that goes at the company.

After the crisis, TV4 consider themselves to have a better work environment now than before the crisis occurred. This is due to the fact that they have investigated themselves extensively to find their flaws and correct them.

Preventing this type of crisis from happening in the future

TV4 Group have implemented a code of conduct so that they will know how to act if a crisis like this would happen in the future. Furthermore, they have implemented an ethical board to handle questions regarding ethical characteristics. Lastly, project leaders are now obligated to be educated in work- and contract law. Hence, executives will be educated in harassments and all employees will be educated on the company's code of conduct.

The undertaken actions were called *Zero mission* and included the following;

1. New ethical board.
2. More support to project leaders and clearer communication, code of conduct.
3. TV4 should make sure that TV personalities are closer to the operation.
4. A whistle blower channel for all the employees of TV4 and its production companies.
5. Changed centre whistle blower channel through Bonnier.
6. Meeting with other TV companies to discuss experiences and common questions.
7. Clear code of conduct regarding harassments and how to deal with situations regarding them.
8. Educate the executives.
9. Yearly education and making sure that the employees accept and understand the code of conduct.
10. Better introduction when new employees enter the company.