

Look ahead, Business Case 2

The initial challenge

An organization has grown strongly in the recent years and has known a complete turn-around as a result of various investments done by the CEO. He therefore wished to sharpen its business strategy and structure to become a more customer-focused organization.

Internally, was the desire to work more autonomously and project driven.

The approach

Through co-creative workshops and with various teams, we started to work from product development, sales & marketing to production and distribution.

The results

- mapping of the challenges leading to a strategic vision and an operational plan with the Smart Sara © method
- startup of a Project Office to realize strategic projects and the required actions
- addressing the work processes issues by the teams with focus on operational excellence
- identification of the various roles, responsibilities and skills associated with the values of the company
- set-up of a new organization design, new working methods and consultation ways, concretized in an operation room.

The results

- An operation plan for the manager helping him to steer the team.
- A mission statement and clear view of the core activities, competencies and shared values.
- A practical workbook packed with tips for smart (together) working methods
- A company design with one team and a new perspective on management and leadership.