

Increased leadership alignment by focused action planning and measurement

Situation

- Leadership team of sales and marketing organisation had developed a vision and their strategic imperatives but needed support and focus to bring into life.
- They needed to change their ways of working from short term crisis management to longer term proactive planning and thinking.
- Each of the leaders had different strengths and capabilities to make this come to life
- The organisation wanted to see measurable results from their planning exercise

Action

- Assessed what had been done so existing frameworks and tools could be used
- Interviewed each of the leadership team to understand status, do a SWOT and confirm imperatives
- Designed and facilitated a session to prioritise and agree imperatives and assign ownership
- Worked with each of the leaders to develop initiatives and provided tools needed
- Continued to work with each leader to flush out and get to practical action plans and measures
- Developed a balanced scorecard to measure results

Result

- Leadership team was engaged in implementing strategy.
- Teamwork was increased due to clear focus.
- Individual capabilities in strategy implementation were increased.
- A shift to longer term thinking emerged by keeping track through scorecards and integrating strategic discussions into Leadership team meetings