



Strategic Positioning Workshop: From a Blank Slate to a Visual Plan

BACKGROUND

The client had faced a tough couple of years, where finances are strained due to a lack of resources and people also felt this strain. The company was operating in a reactive mode, fighting fires as they arose.

Employee engagement is at its lowest in 14 years. Trust in leadership has been lost and alignment struggles as a result. Connecting strategy to people will be key to create more alignment through all levels of the organization.

A focus on stability in all areas of the business, from processes to people and turnover, is needed to ensure sustainability through and following the current transition period.

APPROACH

- TPG conducted a Strategic Positioning workshop for the client where key stakeholders in the company were split up into 2 groups to determine the main goals they want to achieve in the next 5 years and the key milestones needed to reach those goals
- Breakout sessions included discussion of the requirements for success (people, IT enablement, capital, Subject Matter Expertise, etc.) along with Failure Mode and Effect Analysis for each area
- With great opportunity for organizational growth and substantial achievement, we also highlighted the main areas of risk to realizing the forecasted results

RESULTS

- After reviewing the results of the workshop, it became clear that there is an opportunity for a condensed timeline to achieve forecasted results in 2-3 years as opposed to 5 years
- Overall, the team had a clear, visual understanding of the magnitude of work to come and the opportunity at hand, and all members of the team were aligned with where the business strategy would take them