

# Case Study

## A Clear Road Ahead

### THE CHALLENGE

This business had been in operation for some time and required crystal clear focus on its expansion plans into Africa and the rest of the world, to ensure its profitability.

The owners had a vision and required a roadmap to get them – and their staff - there.

The lack of clarity and focus was leading to increased frustration.

#### This was the briefing...

The business was in need of a well-defined strategy that was supported by a practical plan to deliver.

Effective structures and processes were needed to deliver against the strategy.

The Plan needed to be clear, precise and to the point – indicating a roadmap that would hold staff accountable to deliver.



People involved

Strategy Specialist  
Process Architect



#### THE INDUSTRY

Fast Moving  
Consumer Goods:  
Agriculture



#### INVESTMENT

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#### WE USED

Business  
Destination Map



### THE TRANSFORMATION

The client was unclear about how to go about bringing their vision of expansion and growth to life.

After working with us, the whole team knew exactly where they were heading, and most importantly, how they would get there, and who was responsible for what. They were left with a full-colour, storyboard style physical road map, with their entire expansion implementation plan shown in detail, to post on their office wall, keeping them on point and on track.

#### The client said...

"Thank you for the inspiration, must say I feel very content. You will not believe how I enjoy seeing a practical picture, pegs, roadmap, come in place."

#### The roots of the challenge...

\*Processing and distribution inefficiencies \*Lack in clarity and focus \*No clearly defined roadmap on how to achieve their goals and maximise profits.

### THE OUTCOME

A clearly defined roadmap of where the business was heading over the next 3 years and what was required to get there.

The Business Destination Map in a storyboard format.

An detailed Action Plan of what had to be done, by whom and by when, ensuring full accountability by the team.

#### What we did...

During client workshops we created:

- A Strategy Board with a 3 year roadmap;
- Resource and Budget Plans;
- Redesigned Business Structure;
- A SCOT analysis;
- A Value Stream;
- Agreed on a new business name.

*\* In all of the above we simplified complex situations by using user- friendly, story board style plans.*

Executive Directors  
Senior Management  
team



People involved