

We made it
easier for them
to run their
business.

- before -



- after -



This is how.

As part of a significant brand transition globally, our client needed to align their communications. They needed a strategy to ensure that their internal staff of 5,000 received the same message as delivered by external communications to the market. In addition, internal communications needed to reflect the brand changes and ensure that staff understood the way the company's positioning in the market continued to unfold.

The Story



"The group internal communications team has a number of isolated ideas and plans on how to move forward, but an integrated plan that can combine a number of ideas and opportunities, is needed. I want a plan that can make sense of what is needed while integrating what is available into a systematic process."

Our Briefing

Usual Visual Strategy methods during a facilitated workshop, we

- a) developed a Destination Statement,
- b) drafted the strategic focus points,
- c) created annual goals with KPIs,
- d) mapped the process that showed the value that the department delivered, e) listed the processes that drove the business, f) defined which KPIs needed to be delivered by which processes and, g) linked the KPIs to roles and responsibilities.

How Long Did It Take?



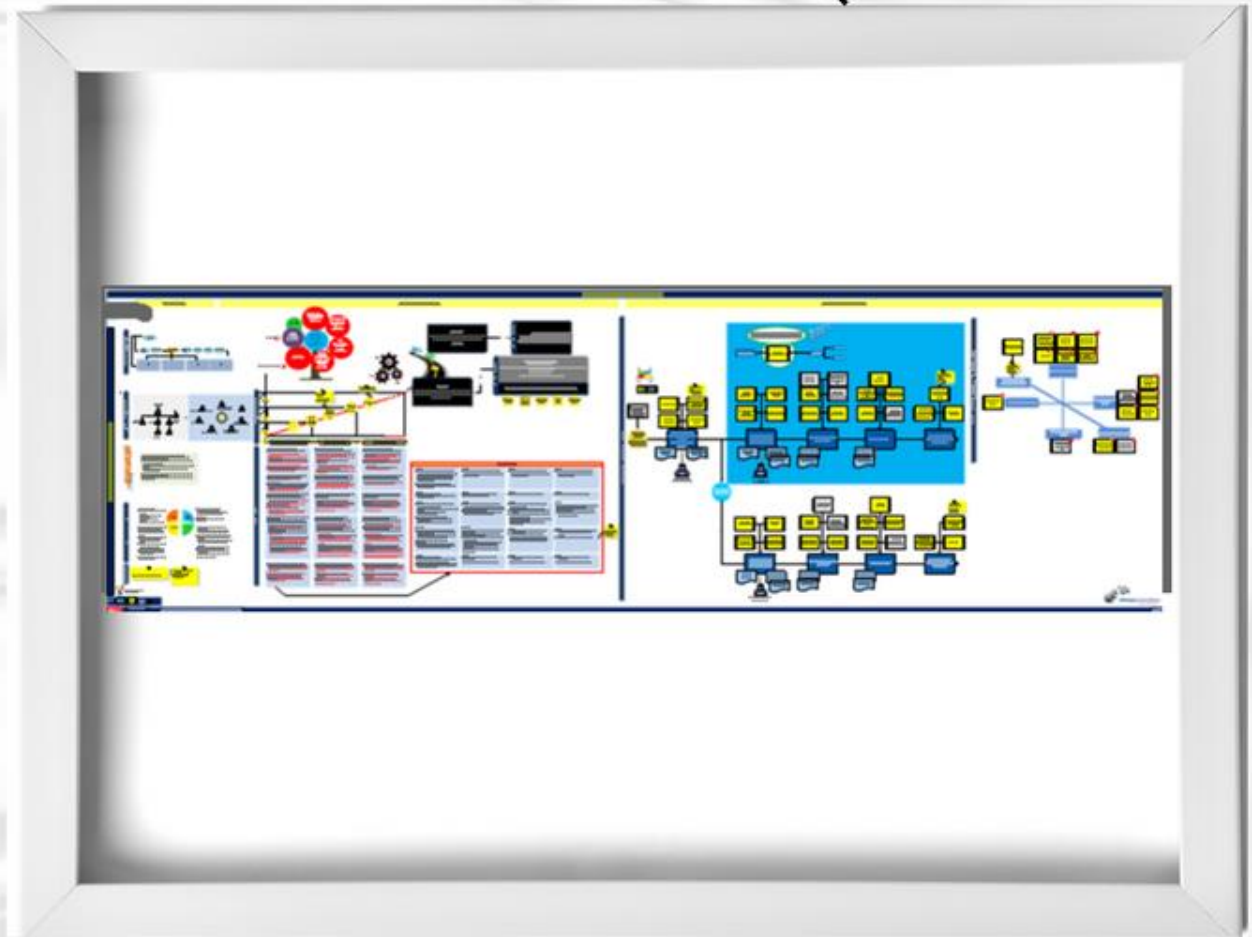
2 Days of On-Site Workshops

What We Did

Who Was Involved?

Senior Departmental
Management

Strategy Specialist
& Visual Strategy
Architect



The Resulting Visual Strategy Map





From a scattered plan to a road map with a strategy, the team could proceed with **clear focus**. Having a coherent plan made the **execution part easier** and cut out unrelated tasks. *"What I appreciate about how you conduct your workshops is the fact that you as a facilitator ask the difficult questions and as a team you do not let go until there is a practical, implementable response to your questions. You are pro-active, and the speed of delivery along with the impact, is commendable."*

The Result Achieved

With the completed Visual Strategy Map - called the Business Destination Map™ - we delivered one coherent picture that made it easier to share views and communicate the strategy to senior management. The map is permanently on display which keeps the team inspired and gives continued insight into where the road would take them. By adding a Powerpoint presentation based on the map, it allowed everyone to be on the same page, with focused communication.

The Outcome

Where are you at the moment?

- incoherence due to multiple individual plans
- low impact contribution to overall company strategic goals
- lack of team cohesion
- processes not aligned to strategic targets
- ineffective communication of goals and strategies
- misalignment on multiple levels
- management and operations talking past each other

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Give Us A Call

Business can be complex.

Which could mean delays, resistance and lost opportunities as you sift through the complexity to get clear direction on how to reach your goals.

Our company uses award-winning visual tools and proven facilitating techniques to map out your strategies, processes and projects to save time, give focus and get your team on board.



Pétanque International

Clearly Better