

## STRATEGY DEVELOPMENT INITIATIVE FOR ORGANIZATIONAL EXCELLENCE

CGN worked with our client's Service Learning division's management to develop a strategy focused on dealer facing operations in alignment with their Critical Success Factors (CSF's) by clearly defining the vision and mission of the organization and identifying the goals to enable a global organization.

### Business Problem

The study group management wanted to ensure that all their current strategic initiatives aligned with dealer and customer needs. Additionally, they wanted to identify the current gaps and launch strategic initiatives to address the gaps. The dealer and customer personnel training and recruiting were done at a regional level with little or no consistency between regions. In order to enable their worldwide dealer and customer base to have best in class personnel, they needed to clearly define their goals on a global level and establish a direct linkage to organizational and dealer CSF's.

### CGN Solution

CGN helped the study group identify the key CSF's and their alignment to organizational vision and goals. This helped create a "House of Vision" which included a Vision statement, Mission statement and clearly defined Goals focused on dealer facing operations globally for the group. CGN also identified the current capabilities and options in place to address these goals. In areas of low current capability, specific initiatives to address the goals were identified. CGN provided the organization with a future state visualization with included the creation of a new organizational structure and a governance team to monitor that the key strategic and tactical initiatives are implemented in a cohesive manner. In addition, key metrics were identified that aligned with key strategic goals.

### Customer Benefit

Vision, Mission, and Goal identification has helped highlight the current deficiencies in strategic initiatives and provided them with a practical approach to address the gaps. The project also provided the customer with an organizational future state that needs to be implemented to develop best in class personnel. Initial metrics were also provided to help measure the recommendations provided.

### SCOPE

*Research, strategy, and high-level implementation plan*

### BUSINESS DRIVERS

*Research, strategy, and high-level implementation plan*



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