



## Strategic Improvement Planning

### Project Overview

CGN Global (CGN) worked collaboratively with stake holders and subject matter experts at an industrial service provider to assess a new parts management initiative and define go-to-market strategy based on an understanding off the value provided, with an overall objective of developing a Strategy Roadmap for a long term transformation.

### Business Objectives

CGN's objectives were to develop a common vision for the parts management initiative, describe how it best fit with existing business, and provide guiding principles regarding pricing, value and messaging to the sales team.

### Unique Challenges

- The organization was segregated into company divisions with different customers & focus and the initiative needed to bridge these divisions
- Overlapping customers and offerings that led to multiple divisions selling variations of a "total package"
- Inconsistent and unclear understanding of the initiative across stakeholders

### CGN's Approach

CGN used the following approach to solve the problem:

- Interviewed executives across multiple business units to understand the "voice of the business"
- Evaluated the business' current contracts and overall state of the business, to understand the value stream, develop a hypothesis, and provide guiding principles for pricing & sales strategy
- Developed and built acceptance for a common vision and language of parts management
- Created a map of offerings, capabilities, processes & metrics to clarify current state vs. a future desired state

### Results & Conclusions

- Developed an overall vision for an enhanced parts management solution and defined points of competitive advantage
- Identified additional metrics needed to understand the value of parts management and drive sales and value-based pricing
- Categorized processes and capabilities as driving external, customer value or internal, company value
- Recommended short & long term pricing strategies aligned with current & future capabilities
- Clarified current and future capabilities to help guide sales team members and prevent "overselling"

### Our Expertise

The Problem Solving methodology we use at CGN is a proven approach toward improving operational performance. Our 20+ years of Problem Solving experience enables us to quickly and accurately identify key problems, detect the causes at the most foundational level, and provide/implement the solution to improve overall organizational effectiveness.

CGN Global's Problem Solving Service is based upon **four** fundamental constructs that must fit within any problem solving process. These constructs have been defined and forged through years of practical experience and thought leadership:

- Problem Definition
- Fault Isolation
- Root Cause Analysis
- Corrective Action and Error Proofing

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