

AGREEING HOW TO EXECUTE A GROWTH STRATEGY



NAICS #:
519110, 519130, 519190 541611, 541612,
541613 541614, 541618, 541720 561421,
561422, 561499 561110,
611420, 611430 611699, 611710

EMSDC MBE Cert PT01762
NJ-DBE October 2015
NJ MBE Cert #67001-10
NJ SBE: A0031-30

Cage Code: 70S13
Duns #: 078768502

Who are we and what do we do?

The CEO of a cosmetics company was discussing with his management team and first level leaders how to organically increase revenue 20% over the next three years.

The conversation had quickly bifurcated around two different approaches to their go-to-market strategy. Ideas such as new pricing schemes, a new advertising campaign, a voice of the customer analysis, retooling the existing sales force, new partnerships, were being debated with little resolution.

AO was used to gain alignment around the growth strategy. The alignment analytics immediately surfaced a highly misaligned assumption, one that had not been explicitly discussed by the group.

Many of the senior managers believed the company sold 'commodity cosmetics', while others viewed their product line as a set of 'value-added facial solutions'. This explained why the suggestions for organic growth were so different, as price, position and supply chain improvements competed with solution selling training for salespeople.

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



Ronald M. Allen
Managing Director

Managing Change, LLC



Cell: 609-247-2799

Office: 609-556-9816

Fax: 609-283-0217

website: www.RonaldMAllen.com

E-Mail: ronald@managingchange2.com

Aligning Performance Improvement w/Corporate Strategy