

Business Transformation

Business Transformation means different things to different businesses; but what we mean by it this...

The emphasis here is on the words 'thorough' and 'dramatic.' **'Thorough'** as the change will impact all aspects of the business from finance to processes, through marketing and staff development; and **'Dramatic'** in that the business will be forever fundamentally different. This isn't tinkering around at the edges!

This definition encompasses a wide-range of business:

- > Start-up businesses that are going through a period of high growth and need support to address skills gaps within the existing teams.
- > Existing businesses that need to innovate and diversify in order to survive contraction in existing markets.
- > Ambitious and aspirational businesses that have hit the growth ceiling and need an external catalyst to provide some new momentum.

Whatever the business need, the process we follow is simple, but highly effective.

Our transformation experts, chosen because they have helped transform other businesses, will employ a range of tools and techniques to explore:



Vision

'One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then", said the cat, "it doesn't matter."

This is ever the case with business. If you don't know where you are going, how can you possibly make choices about the direction you take? Vision, as a concept, has its detractors, but for us it is the life-force of any successful business and entrepreneur. Our approach will challenge your vision and will help you define and express it in a way that drives every subsequent decision you make.

Stretch Goals

Goal setting is critical in the normal cycle of business planning. Our approach is to instill an ethos that sets goals that by current thinking are not achievable! That's right; if you can achieve the goal by doing what you currently do plus a little bit, then it isn't stretching enough. Goals need to be set to such an extent that they force changes in every aspect of your business.

Aligned Strategies

Emphasis here has to be on 'aligned.' Will the chosen strategies help achieve the goals and, in turn, help us achieve our vision? If we can't answer that question with an emphatic yes, then the strategy needs to be abandoned. Our approach uses the Balanced Scorecard as the basis for setting goals and developing related strategies. Importantly, our ongoing support is aimed at ensuring strategies are delivered and business impact is realised.

Plans

Working with you and your team, we will help you create the detailed plans to ensure strategies are implemented. These plans include the what, who and when and allow for individual goal setting, implementation of reward systems and the monitoring of performance against known milestone.

The work undertaken by our mentors is often supported by:

- > Transformational Business Events focusing on intensive support for participating businesses to achieve rapid improvement in key business processes. The aim of these sessions is to transfer knowledge to participants, enhancing the capabilities of the leadership team to implement the necessary changes in line with their strategic plan; and
- > Networking to connect you with other organisations that can help create the environment for your business to flourish.

To find out more:

We are able to offer this service free of charge to qualifying businesses in the West Midlands.

For more information on our work in this area please contact Winning Moves on 01785 827600 or email info@winningmoves.com