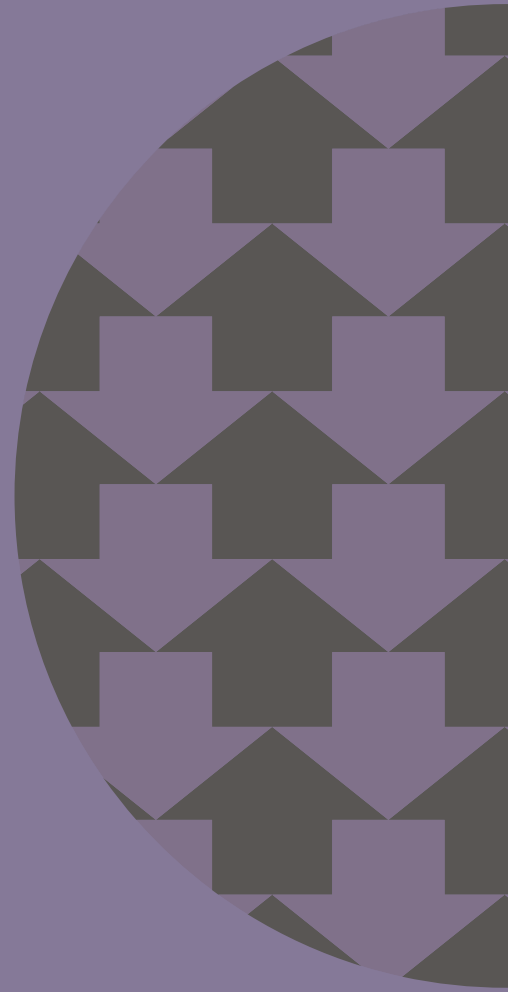


DESIGN.

Point of View Paper

Where to place your bets.

Delivering strategic objectives, faster.



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Business leaders are becoming increasingly responsible for an ever-changing number of initiatives. Untangling the complex web of people, workflow, technology, data, and customer initiatives can be overwhelming. Interdependencies increase complexity and so too the risks. Several problems exist that make it difficult to know where to place your bets to make the biggest impact.

Volatile economic and market fluctuations require a reaction mid-strategy to remain profitable and competitive. Targets change so strategy must pivot.

Skill shortages and employee demands increase pressure to provide an empowering and rewarding work environment that is flexible as well as offering opportunities for progression. Employee experience and retention become influencing factors.

The relentless progression and emergence of technology, such as Chat GPT and other AI applications and the efficiency gains they bring pressures sales, marketing, customer service to integrate and adopt in increasingly shorter bursts.

SHIFTING PRIORITIES AND LENGTHENING ODDS.

Frequently shifting priorities in the business environment means the odds of success are constantly shifting and diminishing all the time. Let's look at some common shifts we are seeing today across a variety of industries.

Organizational structure and operational optimization: doing more with less

An unfortunate consequence of a global slowing economy is the shift of focus on businesses to drive greater results with fewer resources. Restructuring teams and resources, improving utilization, increasing operational efficiencies and elimination of manual and duplicate effort are paramount. Leveraging technology to monitor and automate how work gets done is where budgets are being focused. The c-suite have a key role to play in knowing exactly where to streamline and where to invest.

Improving customer experience, acquisition, and loyalty

In a similar vein, the economic squeeze is seeing consumers spend less and become

more cautious. B2B buyers are having their budgets clipped. All consumer facing functions face the challenge of unifying to battle over the shrinking pool of customers with spending power. Marketing, sales, service, leaders are having to prioritize where the greatest opportunity is for revenue growth. Should they focus on digital experience optimization, driving awareness and demand generation, or increasing customer LTV and retention?

Maximising technology to support objectives

More than ever, we are seeing an impact on IT and platform owners to clean the house and lay bets only on the technology that has the best chance of success. Nobody wants to be the one who invests into another failed IT project in the current economic climate. CTOs, revenue, marketing, and sales ops in particular have a role to play in looking closely at their own ecosystems. They need to identify areas to reduce total cost of ownership and invest in technology that will improve efficiencies. Most importantly they must be able to measure the impact of those platforms on revenue and other key metrics.

CHOOSING WHICH BETS TO PLACE.

Facing an array of effort and investment decisions to make against fluctuating odds, the need to identify a flexible roadmap of interlocking projects that delivers outcomes in the most efficient and productive way is clear.

There are however some simple steps and considerations to identify the biggest efficiency gains without compromising your ability to drive growth.

Start by splitting analysis across the key business levers:

PEOPLE. How are your teams structured? What resources and skill sets do you have? Where do you have multiple people doing the same job? How utilized are they at present?

WORKFLOW. How does work get done? Where are there manual steps in the process? What bottle necks exist? What's stopping teams and individuals doing their best work more efficiently?

TECHNOLOGY. Does technology help or hinder teams in their day to day? Are the tools well adopted or underutilized? What capabilities are missing that would make doing the job easier?

DATA. How trustworthy is the data in your business? How easy or hard is it to access the data you need, when you need it? Do you feel the data serves you or causes more issues?

Once you have categorized your issues you can then start to connect relationships between them. Where does one issue impact another? If you fix one issue, can you solve another elsewhere? If you focus budget and effort in one area, how will that impact other areas? What quantifiable impact do you expect if you address a particular area?

What's the cost of doing nothing?

Now you should have a network of interdependent initiatives that you can start to prioritise based on budget, effort, and likely impact. This forms the basis of your strategic action plan towards efficient growth.

SHORTEN YOUR ODDS WITH THE BLUPRINTX ACTION PLAN FOR GROWTH.

The Blueprintx action plan for growth helps our customers identify and prioritize key initiatives. A tailored roadmap of process improvements, technology enhancements, roles and responsibilities empower organizations to optimize how work gets done and results get delivered.

Organizational design & operating models

We assess the structure of your business functions and operating model to find the most optimized version for you. Whether a sales, product, demand gen or commerce led business model, we find the ideal global structure across functions. A lean org chart that ensures you have the right number of key roles and skill sets and a business logic that removes bottlenecks and inertia from planning, decision making and execution.

Technology & data

We audit and design your technology ecosystem to ensure you deploy the right capabilities ensuring marketing, sales and support professionals can do their best work efficiently and effectively. Integrating across platforms so the right data can be democratized for insights, delivering experiences and improving revenue outcomes. We identify areas of redundancy, low adoption, and opportunities to reduce the total cost of ownership.

Marketing & creative productivity

From campaign intake, through execution to performance reporting we map your entire end to end process and how you can automate across teams. We cut bottlenecks, manual steps and duplication of effort so you get high performing campaigns to market quicker. We liberate high performing assets for use in campaigns, report with insights into channel and asset performance and monitor budget allocation and return on marketing spend.

Customer experience & loyalty

We help you understand your customers through a 360-degree lens that drives growth. Identifying and designing the experiences that will drive engagement and loyalty, we unify and augment your data to then make it actionable. Then we put that data through your technology ecosystem to deliver exceptional experiences across marketing, sales, and service touchpoints.

Go-to-market strategy & win market share

We support your research of consumer behaviors, voice-of-the consumer analytics and competitor marketing strategies. We explore with you the adoption and delivery of high-growth business models. Then take ownership of a sequenced action plan of organizational, operational, cultural, technological, and creative changes that facilitates your new go-to-market strategy.

Our action plan for growth helps you understand:

“In which areas of my business can I make the biggest efficiency gains right now across my people, workflow, technology and data?”

“What initiatives do I need to prioritize? How can I take immediate positive action with the least risk?”

“How can I get visibility and control over the levers of growth so I can allocate my budget accordingly?”

OUR APPROACH. DESIGNING YOUR ACTION PLAN.

Our action plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth.

STRATEGY FOR GROWTH — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

BUSINESS REQUIREMENTS & KEY USE CASES — a prioritized set of business requirements that align your strategy, initiatives and business use cases

PROGRAM OF WORK & ROADMAP — a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

SOLUTION DESIGNS (OPTIONAL)

— supporting designs as necessary to achieve your objectives such as workflows and technology architecture.

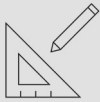
THE PROCESS.

Typically, our action plans take 2-3 months depending on scope and availability of key stakeholders. Our approach is simple.



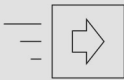
STAGE 1

Discover — an initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/category research. This allows us to understand your unique symptoms and business challenges.



STAGE 2

Diagnose — a thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.



STAGE 3

Design — we design your custom plan and gain handshake agreement so you can start implementing solutions immediately.
