

Day in a life of or how:

The Strategic Alignment, Value Innovation and Innovative Intent value offers provide our clients with a significant competitive advantage.

Strategic Alignment - Customer focused performance

Context: The **Strategic Alignment** programme is used to enhance performance in order to deliver on time to reduce overall cost and **time to market**.

Objective: To provide involved parties with the necessary methodology to set and program objectives to motivate and align effort (Key Performance Indicators).

Audience: **Project Managers, Team Members, Project, Marketing and R & D Directors.**

Result: **Project Managers** - As a Project / programme Manager I have the opportunity to appreciate the importance of a strategic alignment approach and to take the full process in to account.

As we receive the project objective we now build a detailed project plan with clear objectives that cover the full project cycle, designate responsibility, accountability, and whom to keep informed in regard of the progress of the project. I also have a better understanding of the attribution of different tasks (strategical to operational objectives) and how to align the talent of our teams.

We have had the opportunity to: a) develop a point of view from the client, internal process, growth and financial perspective, b) find opportunities of improvement and c) grow the ability to evaluate risk and propose alternative solutions.

Team Members – As a team member I have the opportunity to better appreciate what is expected of me and which tasks to perform in an established time frame. I also have a better sense of the direction of the project, with a possibility to participate actively, with a team manager that clearly set objectives and help me to value what is needed to perform to deadline.

As we work less on how to avoid delays with short term solutions we have the possibility to build long term best practise to improve the “time to market” cycle and provide valuable input on how to improve performance incrementally or radically.

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Project Directors – As a project Director I have an overview of projects a “scorecard” of up to date project advancement and the opportunity impact time to market through concrete propositions. The fact to have worked with the project managers in the frame of the strategic alignment programme has permitted me to understand how to facilitate the interaction.

Marketing Directors – As marketing director I need to understand if the products that we propose correspond to our abilities to deliver in time and in regard of the market demand. The fact to have worked with the project managers in the frame of the strategic alignment programme has given me the opportunity to better communicate my expectations and interpret the answer given by the project manager. The mutual ability to build a solid action plan to which the team engage to deliver has significantly permitted us to decrease time to market, to deliver on set date and in accordance with requirements.

R & D Directors – As we approach a potential project we tend to be more conscious of the delivery aspect and the customer requirement. This is also valid for our project managers and teams. Strategic alignment has helped us to appreciate the importance of timely and accurate circulation within our teams. We have also identified key performance indicators in regards of success factors indicated in the workshop.