

Strategies and capabilities – a natural part of the management system

Webinar

Terje Haugland



Terje Haugland



Product manager

Project manager, Enterprise Architech, Process improvement

Worked for Qualisoft since 2006

Webinar series

26 Jan

Webinar 1

Take the quality management system out of the dead end.

02 Feb

Webinar 2

Customer journeys part of the management system

09 Feb

Webinar 3

How to express and follow up the strategy by using capabilities

16 Feb

Webinar 4

Automatisation – how to ensure that automated processes are an integrated part of the management system

23 Feb

Webinar 5

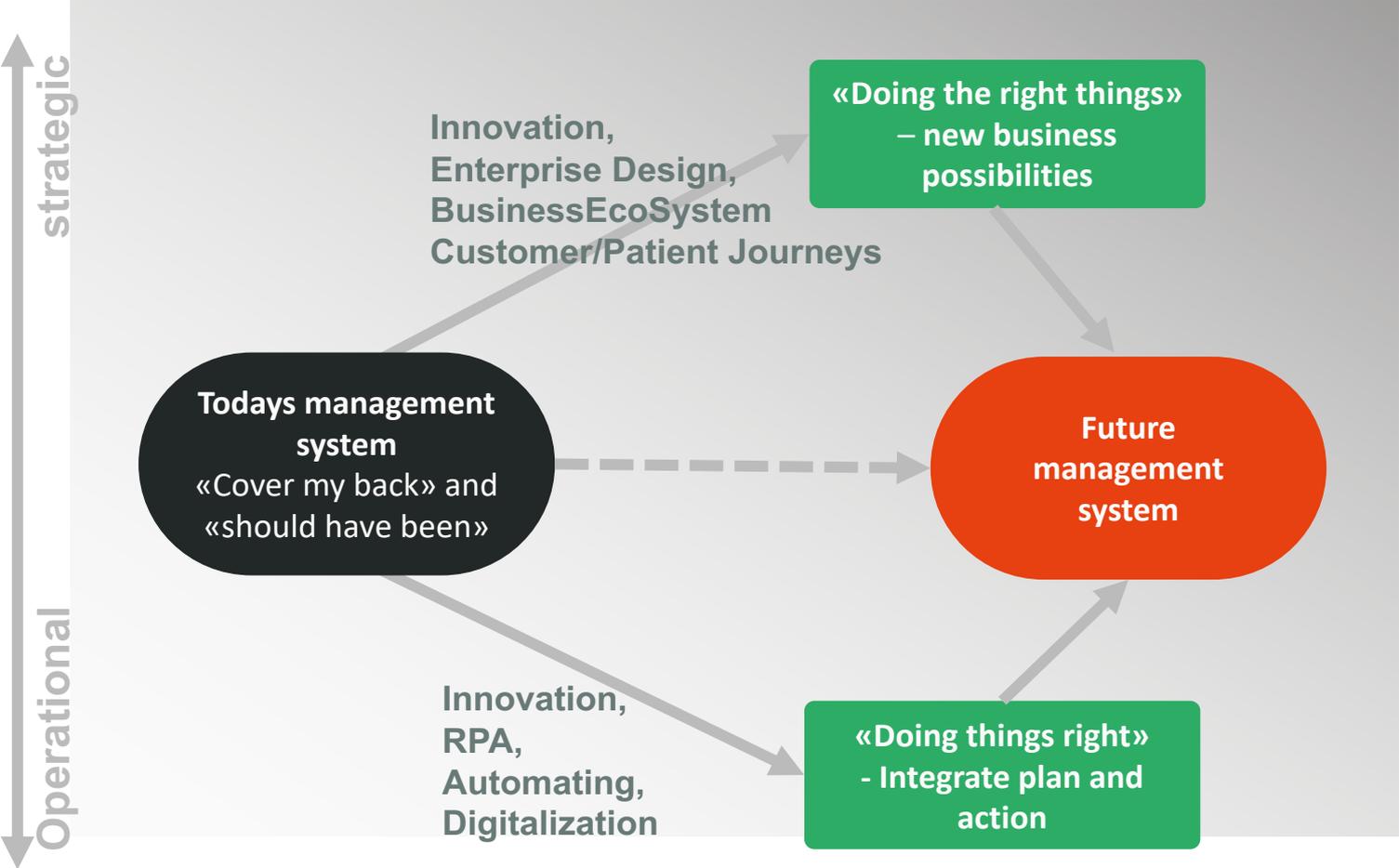
Take control of the information in your company – your most valuable asset?



Most companies has a vision and mision. They even have goals and kpi's implemented. Still many experience a gap between strategy to change implemented, and employees report they do not understand the strategy.

What's missing is a clear and easy to understand «what» and «how good».

Two worlds combined



Key point in this webinar!

**Describe WHAT we must be good at and HOW
GOOD we need to be! Do not forget FOR
WHOM.**

**Run change projects that ensure you become
as good as you need. Finally you are closing
the gap between the strategy and your
employees**

What if you cannot talk about the real strategy?



VISION

Your vision clearly set the course



Mission, goals and kpi's

Mission is good, goals set, and you measure like it is the meaning of life to measure. Everything is fed into KPI's and you have a KPI for everything.

- The problem is that the management cannot talk about the oil field they plan to buy
- The factory to be closed, no-one must know of it!
- The new product must be kept secret!
- We need to change our company because the market has changed, but we explain little of the market change to employees and why we have chosen to change the way we do

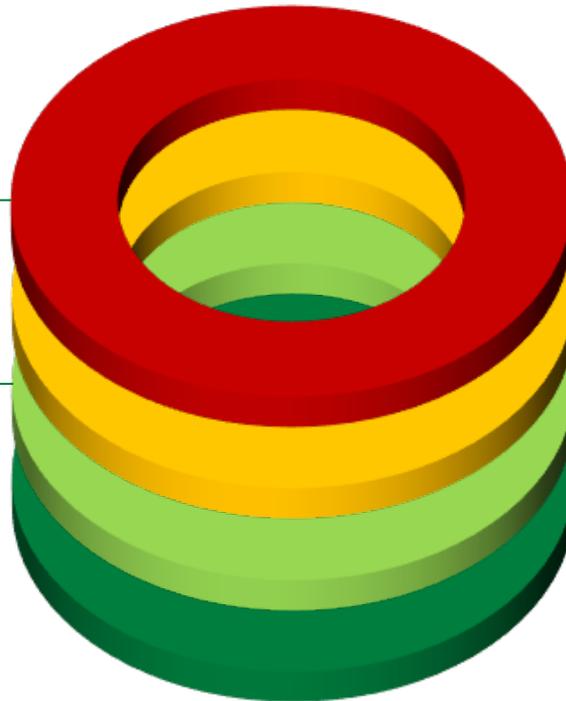


What can close the GAP

STRATEGY
Vision, mission, goal, KPI



CHANGES
Why do we run the change projects we do? What are they supposed to help us achieve or improve for whom?



CAPABILITY
What must we be good at to achieve success? How good?



EMPLOYEES
Understand changes, better understanding of why changes is needed, for whom and how it will help us work better for the customer

Capability – the ability to do something

Explains «what», not «how»

Can be described with «how good are we at doing what?»

What must we be good at?

How good are we today?

How good must we be?

**What must we change / work
on to be good enough?**

QualiPizza

- owned by QualiCorp
- has pizza restaurants and offers home delivery
- also operates in other markets
- Let's look at
 - The strategy
 - The customers journey
 - What we must be good at

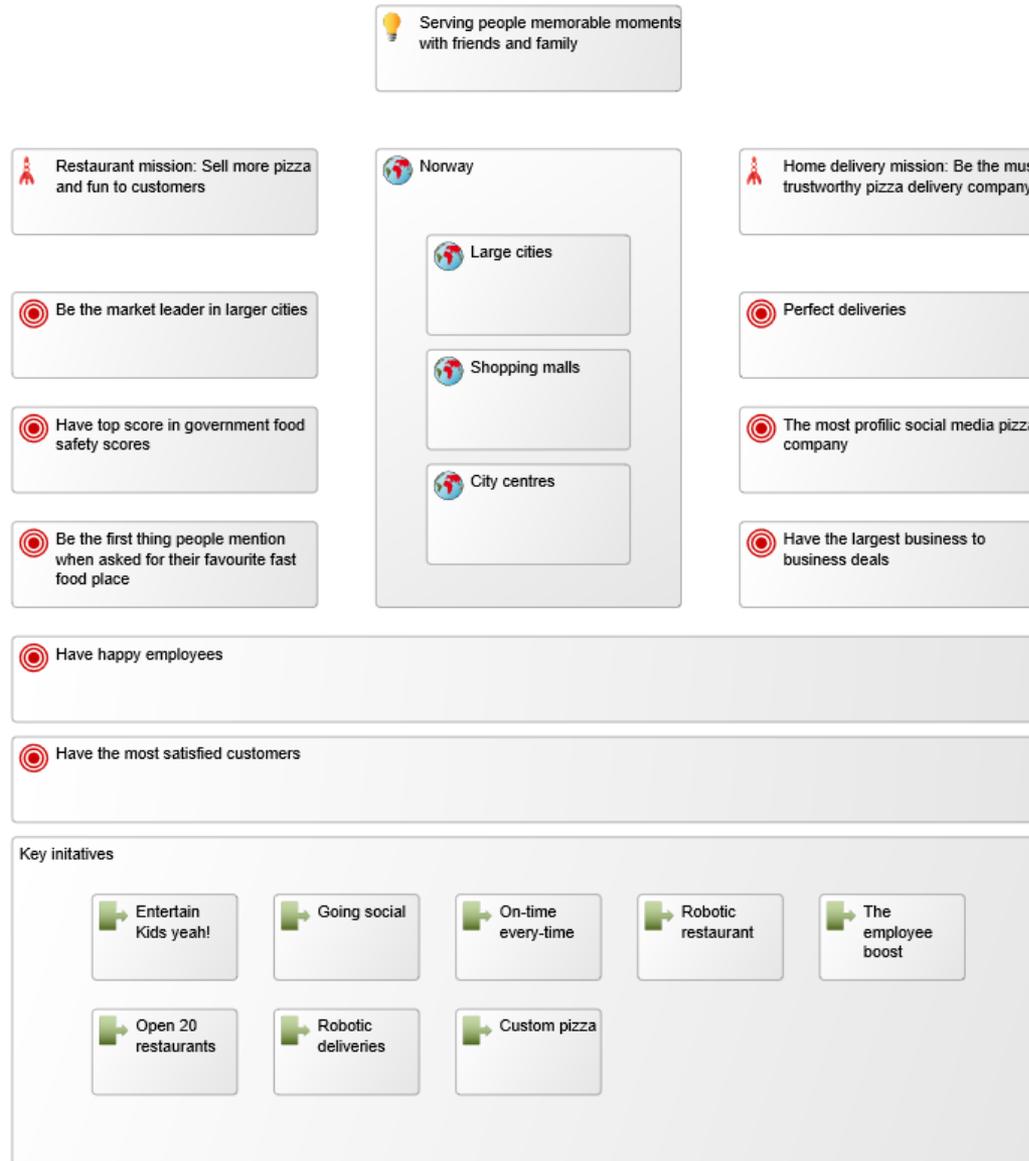
See the whole picture

The screenshot displays the Qualiware software interface, which is designed for strategic planning and performance monitoring. At the top, there is a navigation bar with the Qualiware logo and several menu items: STRATEGY, PROCESS, DOCUMENTS, ORGANIZATION, COMPLIANCE, APPLICATIONS, INFORMATION, and ANALYTICS. Each menu item is accompanied by a specific icon.

The main content area is divided into six panels:

- Business Eco-system:** A complex network diagram showing various stakeholders and their interactions.
- Strategy model:** A hierarchical diagram illustrating the organization's strategic framework.
- Capability:** A grid of cards representing different organizational capabilities and their associated metrics.
- Value chain:** A flowchart depicting the process from input to output, highlighting key value drivers.
- Performance:** A dashboard with multiple cards showing key performance indicators (KPIs) and their current status relative to targets.
- Roadmap:** A Gantt-style chart showing the timeline of various strategic initiatives and projects.

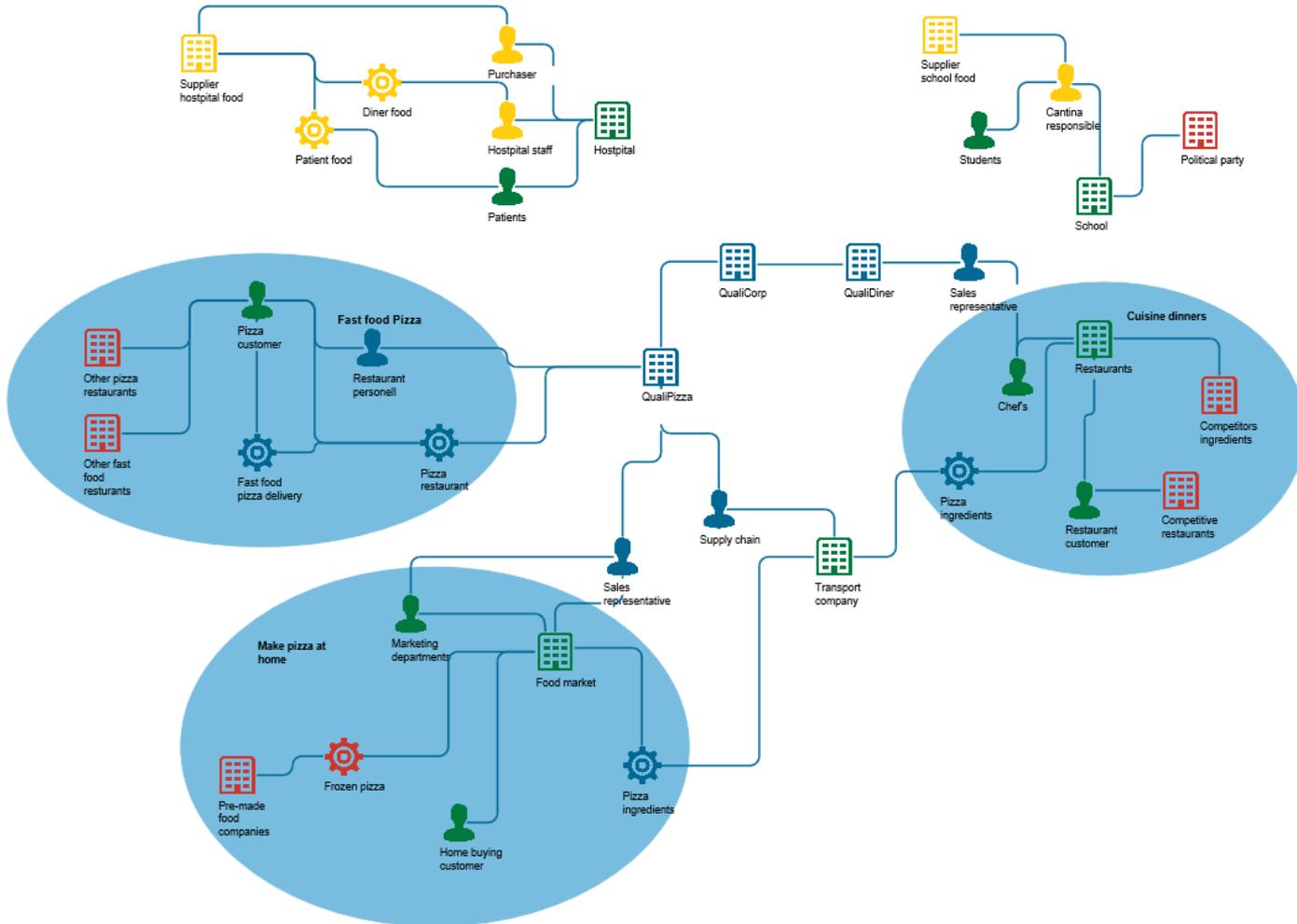
Strategy model



Business Eco system

QualiPizza - Eco System

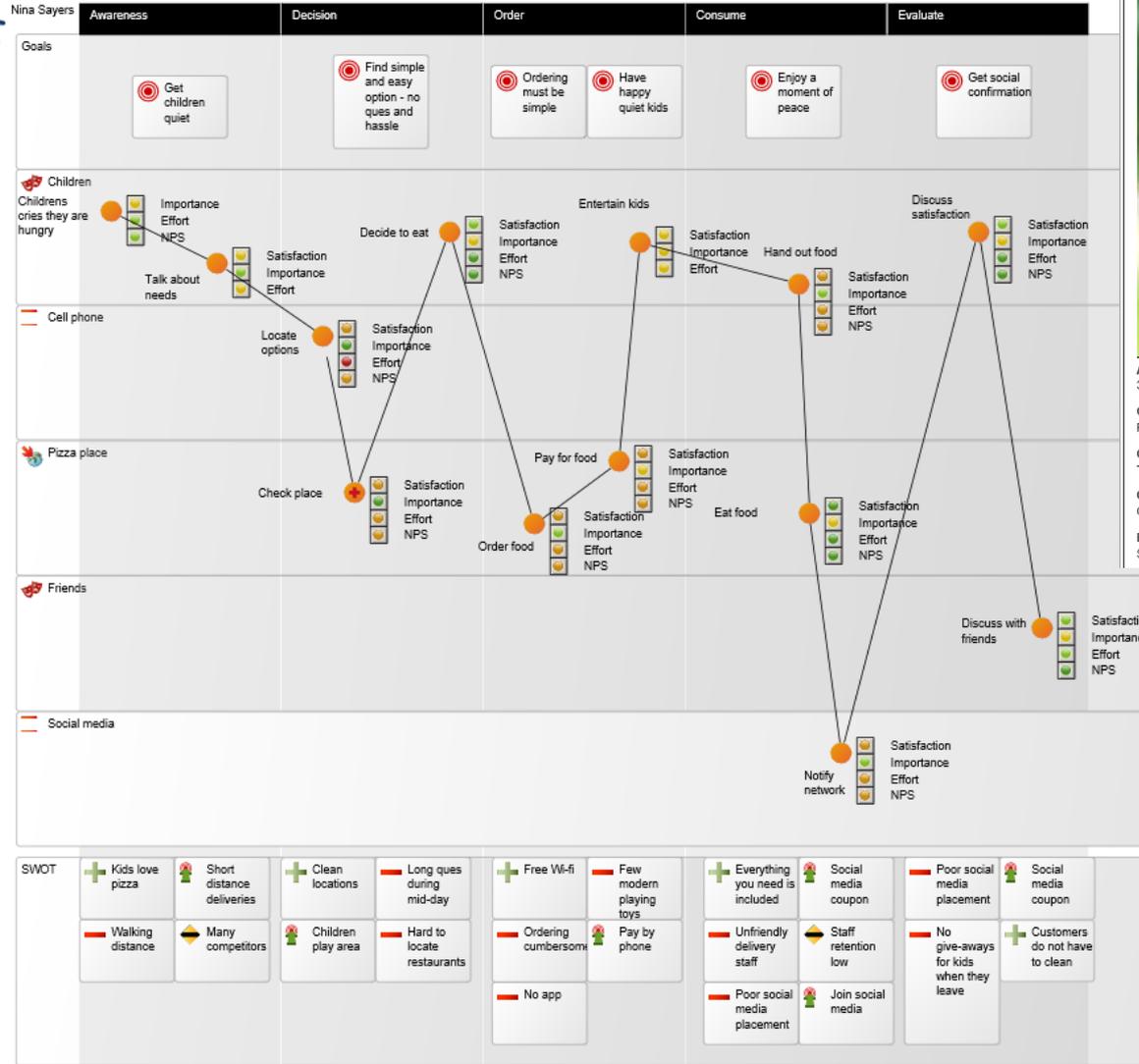
Diagram | Description | Context View | RASCI



Customer Journey

Pizza fast food for kids - 30 year old female

Diagram Description Touch points Goals & SWOT



Nina Sayers

Persona details



Age
30
Gender
Female
Occupation
Teacher
Character
Open minded, social, outspoken, loving
Environmental Attitude
Save the planet

Capability model

Pizza restaurant

Process orders

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Timeliness:
- Quality:

Bake pizza

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Timeliness:
- Quality:

Deliver correct

- Overall Importance:
- Overall Maturity:
- Timeliness:
- Quality:

Entertain kids

- Overall Importance:
- Overall Maturity:
- Quality:

Clean location

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Timeliness:
- Quality:

Be friendly to customers

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Quality:

Handle inventory

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Quality:

Determine baking capacity

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Quality:

Manage staffing capacity

- Overall Importance:
- Overall Maturity:
- Quality:

Let customers spread the word

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Timeliness:
- Quality:

Respond to social media messages

- Overall Importance:
- Overall Maturity:
- Ability to Grow:
- Quality:

Create custom pizza

- Overall Importance:
- Overall Maturity:

Spot new locations

- Overall Importance:
- Overall Maturity:

Open new locations

- Overall Importance:
- Overall Maturity:

Show entries Search:

Capability	Importance	Maturity	Ability to Grow	Target ATG	Timeliness	Target Timeliness	Quality	Target Quality
Bake pizza	3. Equality	4. Measured	3. Acceptable	4. Good	3. Acceptable	4. Good	4. Good	4. Good
Be friendly to customers	4. Top Quartile	2. Inconsistent	1. Unacceptable	4. Good			1. Unacceptable	5. Excellent
Clean location	4. Top Quartile	4. Measured	2. Unsatisfactory	4. Good	4. Good	4. Good	4. Good	4. Good
Create custom pizza	2. Minimum	1. Adhoc						
Deliver correct	4. Top Quartile	4. Measured			4. Good	5. Excellent	4. Good	5. Excellent
Determine baking capacity	3. Equality	3. Consistent	3. Acceptable	3. Acceptable			3. Acceptable	3. Acceptable
Entertain kids	5. Differentiator	2. Inconsistent					1. Unacceptable	5. Excellent
Handle inventory	2. Minimum	3. Consistent	4. Good	4. Good			4. Good	4. Good
Let customers spread the word	4. Top Quartile	2. Inconsistent	2. Unsatisfactory	4. Good	1. Unacceptable	4. Good	1. Unacceptable	5. Excellent

Fast food pizza - restaurant

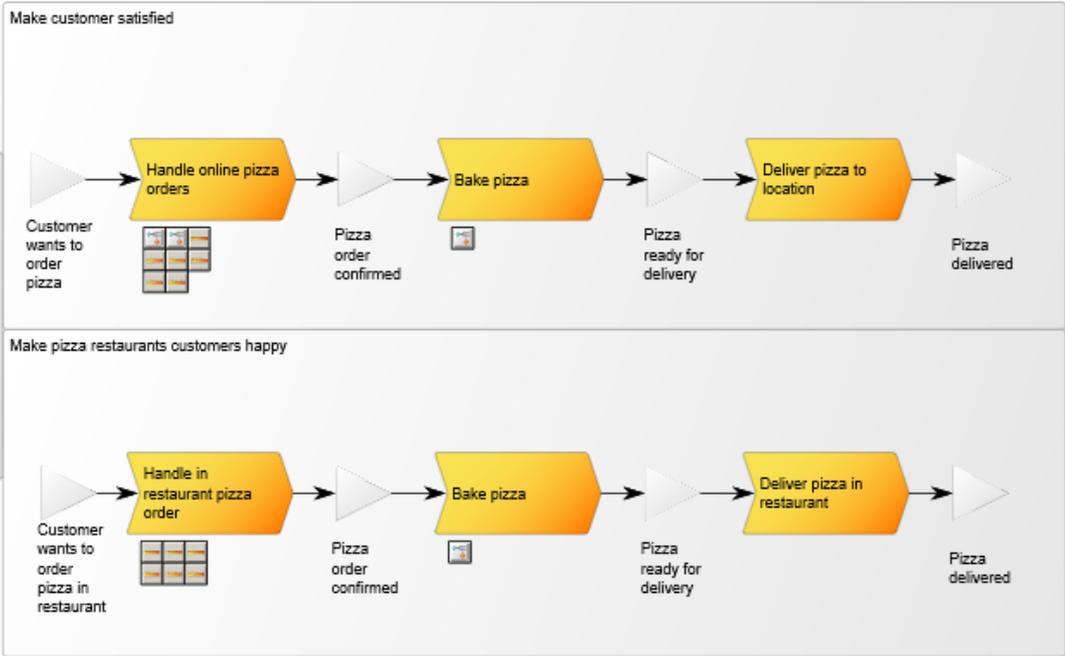
- Diagram
- Description
- Capability Analysis
- Capability delivered by
- Context View
- Story

Show entries Search:

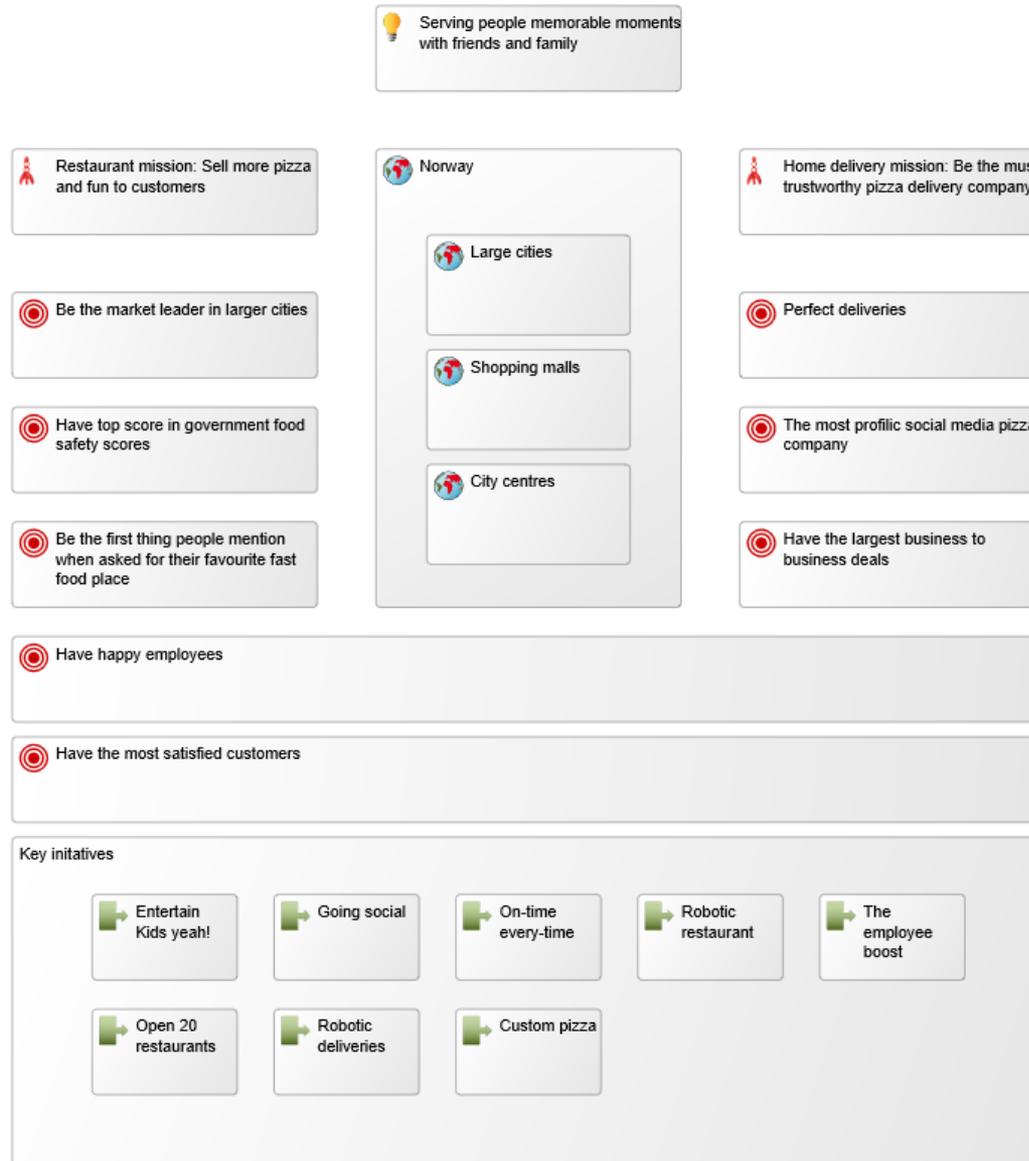
Capability	Delivered by
Bake pizza	Bake pizza
Be friendly to customers	Custom pizza The employee boost
Clean location	
Create custom pizza	
Deliver correct	Custom pizza Deliver pizza in restaurant Deliver pizza to location On-time every-time Robotic deliveries
Determine baking capacity	Custom pizza
Entertain kids	Custom pizza Entertain Kids yeah!
Handle inventory	
Let customers spread the word	Going social
Manage staffing capacity	Robotic deliveries The employee boost
Open new locations	
Process orders	Handle in restaurant pizza order Handle online pizza orders On-time every-time
Respond to social media messages	Get customer satisfaction evaluation Going social
Spot new locations	

The value chain

QualiPizza



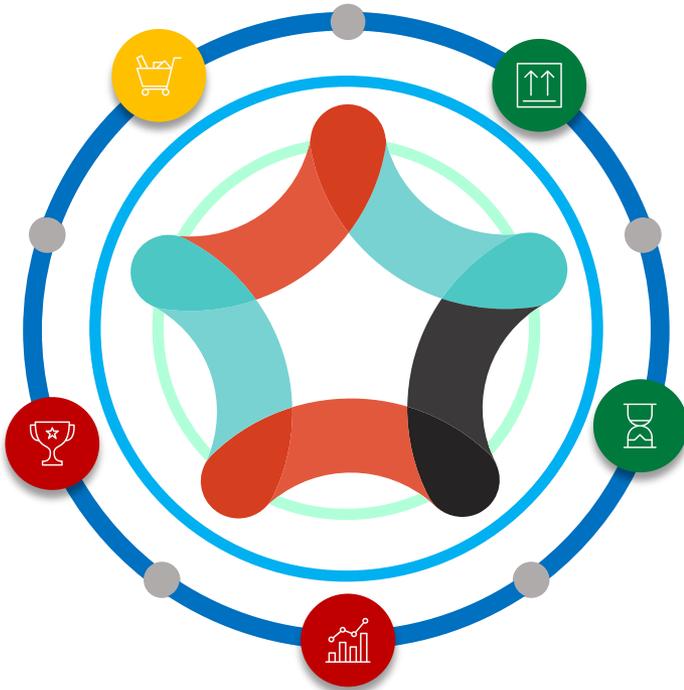
Strategy model



What change projects when? What do they effect?



The connection

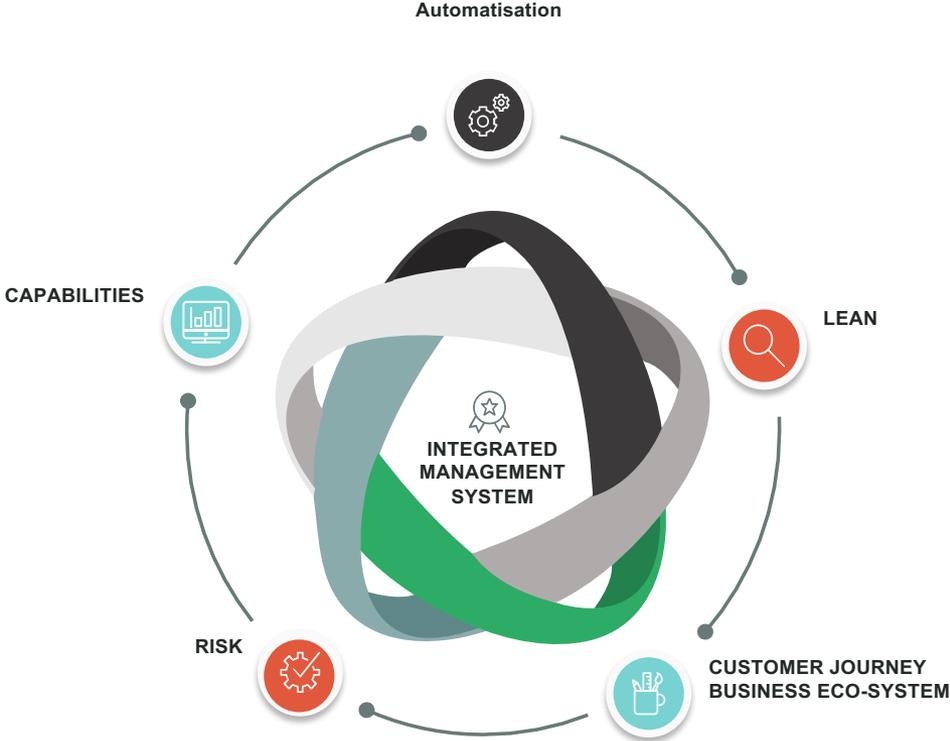


STRATEGY and KPI
- The direction and daily performance

CUSTOMER JOURNEY – CAPABILITY – ROADMAP
- Change management to ensure cross-functional participation and focus on the stakeholders / customers

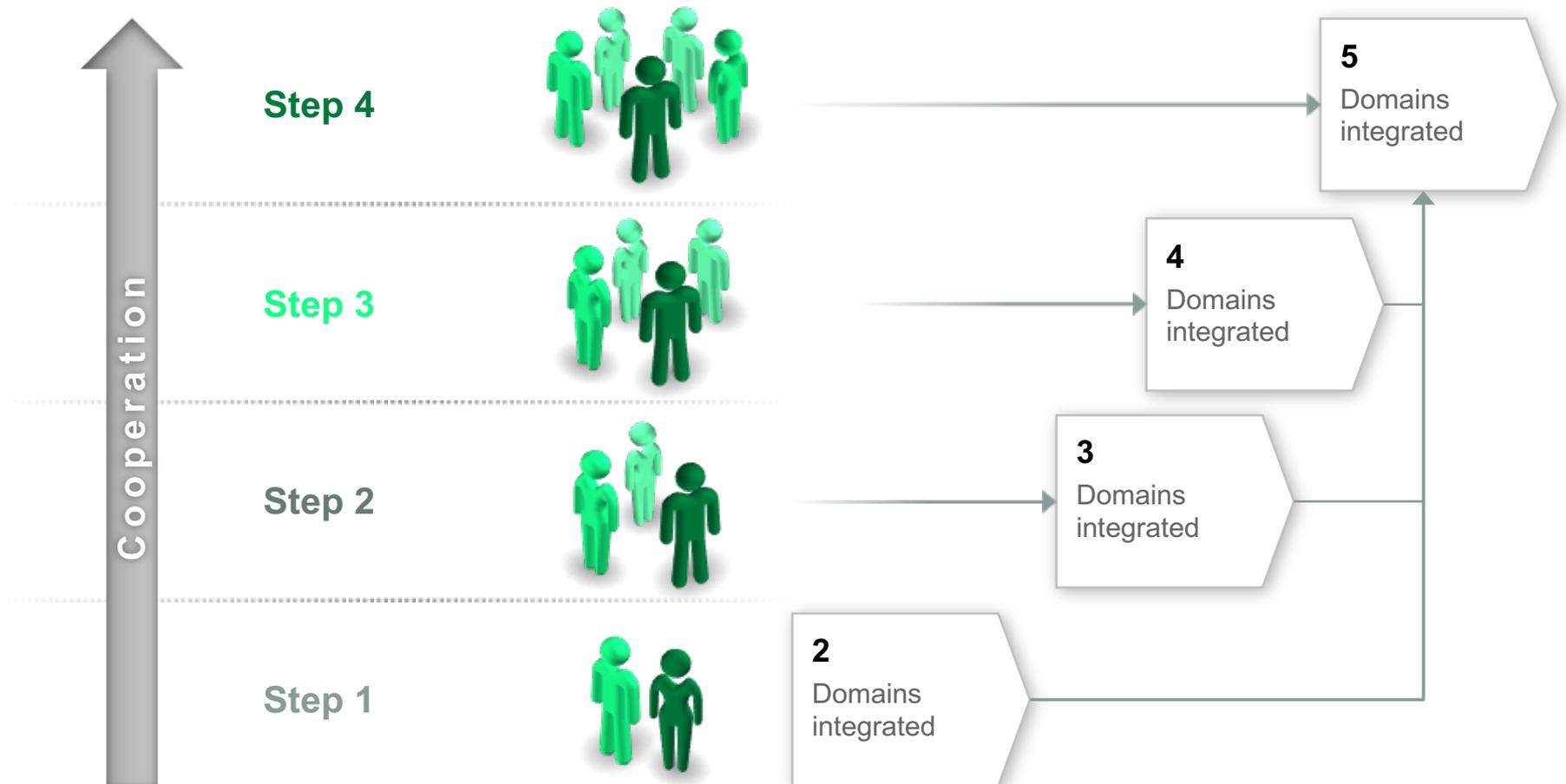
PROCESSES
- How work is performed, by whom, where, using what

The integrated management system

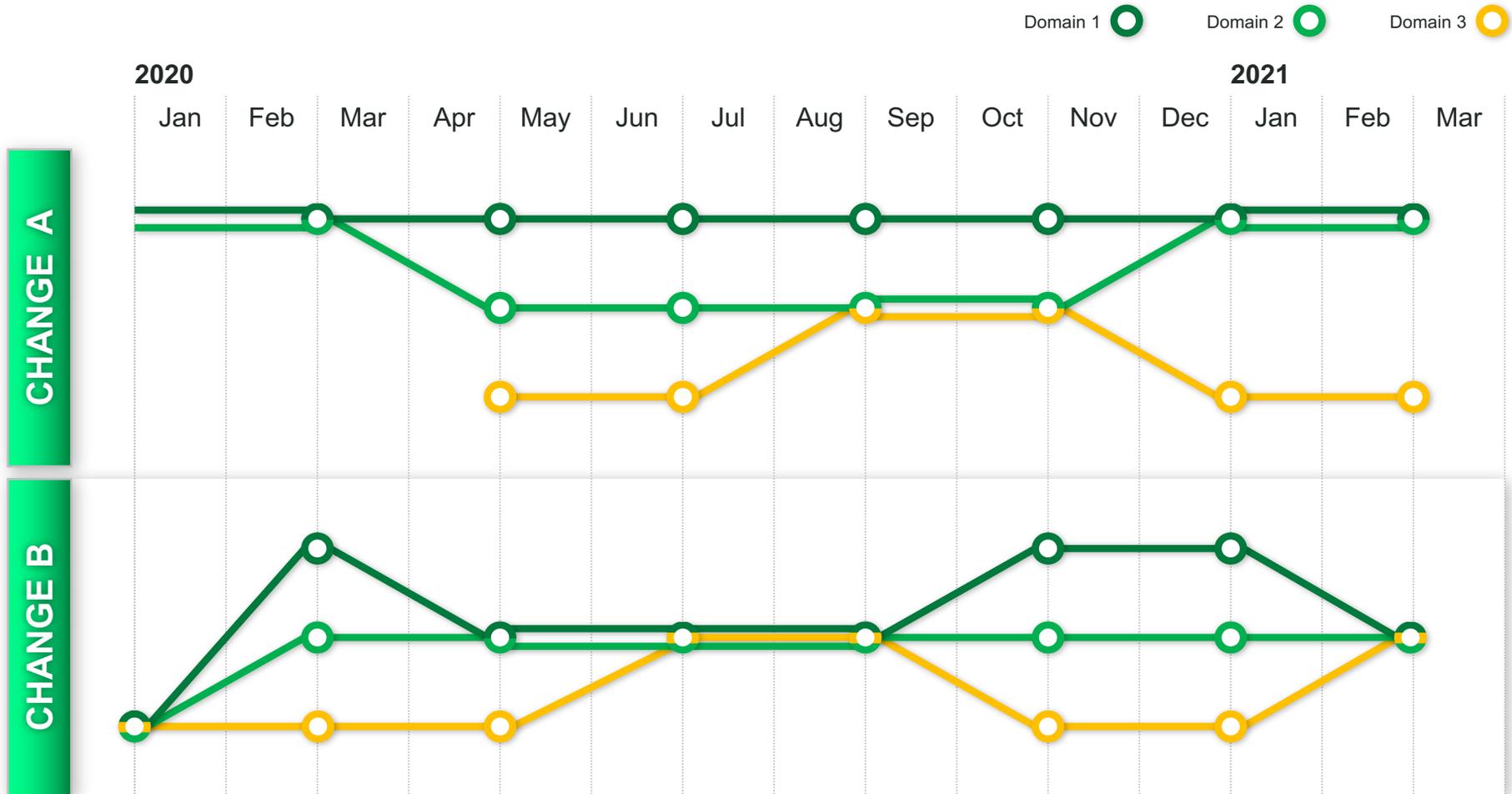


Cooperation

With the customer in focus, change projects to be deliver things we must be good at
- told in a language the employees understand -
Then we are on our way to closing the strategy gap

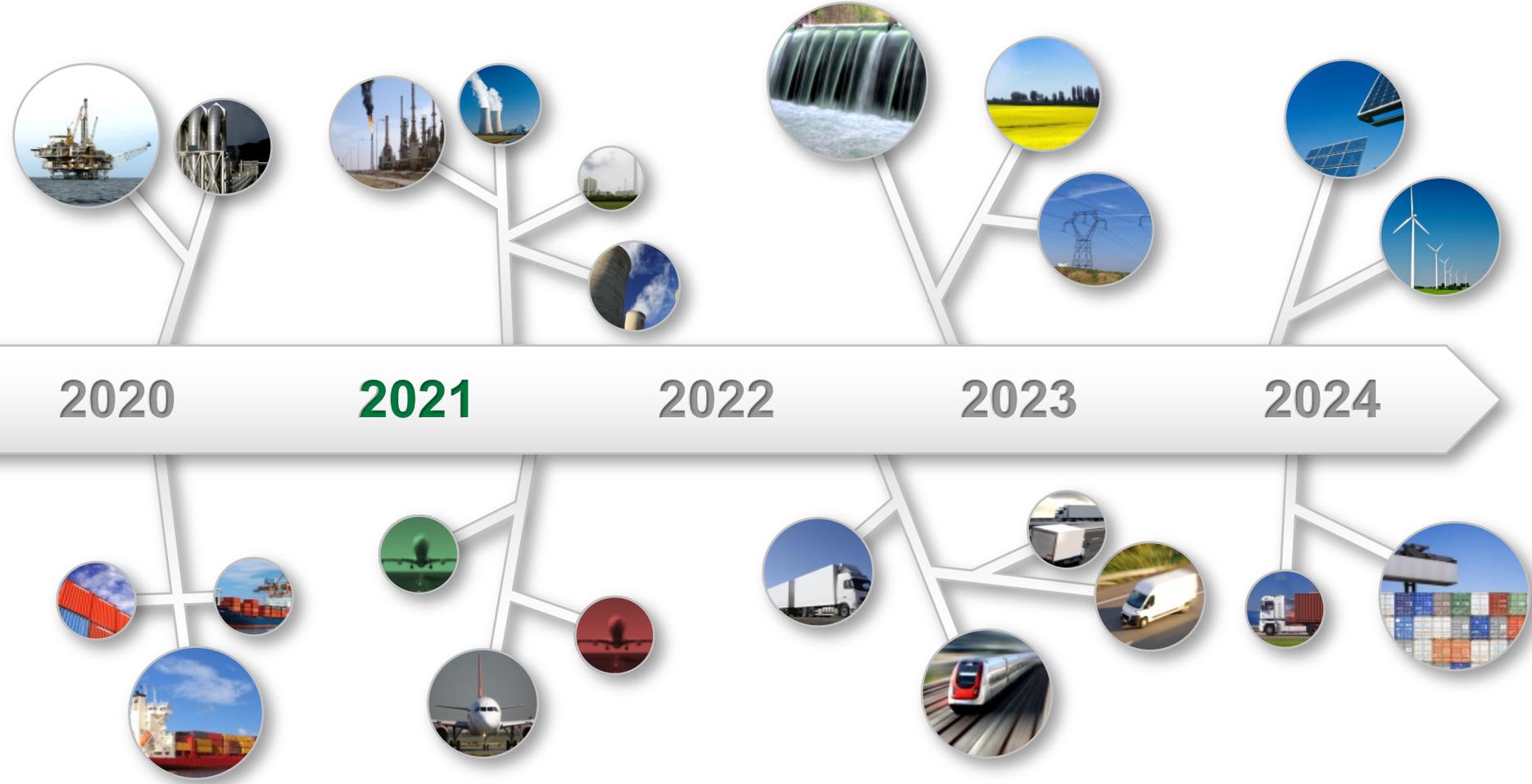


The cooperation is planned



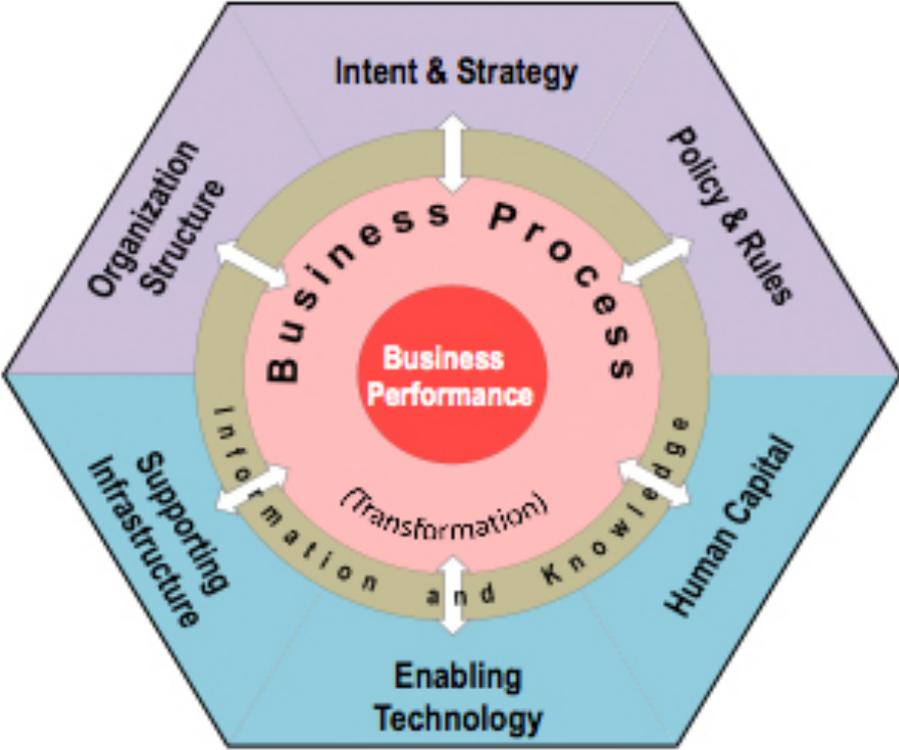
The integrated management system

- There is a common dynamic roadmap for our strategical changes



Burlton Hexagon

- more relevant than ever



You can not do this without the Quality system!

The traditional quality system is the correct starting place.

- The quality system is the best place to handle the complex and ever changing world. To get control and deliver what the company should. It facilitates continuous improvement based on low risk and high gain by ensure the whole company takes part in structured improvement. It ensure that you do not have to re-invent the wheel, or do reverse engineering for every change in the future.

Key point in this webinar!

**Describe WHAT we must be good at and HOW
GOOD we need to be! Do not forget FOR
WHOM.**

**Run change projects that ensure you become
as good as you need. Finally you are closing
the gap between the strategy and your
employees**

Webinar series

26 Jan

Webinar 1

Take the quality management system out of the dead end.

02 Feb

Webinar 2

Customer journeys part of the management system

09 Feb

Webinar 3

How to express and follow up the strategy by using capabilities

16 Feb

Webinar 4

Automatisation – how to ensure that automated processes are an integrated part of the management system

23 Feb

Webinar 5

Take control of the information in your company – your most valuable asset?



Webinars available at the **Coe.qualiware.com**

QualiWare documents, articles, webinars, free
online courses and more!

<https://coe.qualiware.com/resources/webinars/>

Webinars

The webinars are also available in norwegian at the same date. Starts at 9pm CET.

Contact us



Brisbane Australia

✉ sales@qualiware.com

☎ [+617 3198 2430](tel:+61731982430)



Copenhagen Denmark

✉ salg@qualiware.dk

☎ [+45 45470700](tel:+4545470700)



Kristiansand Norway

✉ kundesenter@qualisoft.no

☎ [+47 5187 0000](tel:+4751870000)



London United Kingdom

✉ sales@qualiware.com

☎ [+44 20 7183 4824](tel:+442071834824)



New York United States

✉ salesna@qualiware.com

☎ [1.914.730.7099](tel:19147307099)



Oslo Norway

✉ kundesenter@qualisoft.no

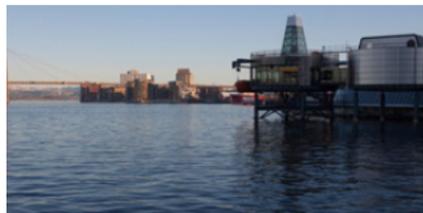
☎ [+47 5187 0000](tel:+4751870000)



Sao Paulo Brazil

✉ salesbr@qualiware.com

☎ [+55 \(11\) 2127 0784](tel:+551121270784)



Stavanger Norway

✉ kundesenter@qualisoft.no

☎ [+47 5187 0000](tel:+4751870000)



Stockholm Sweden

✉ sales@qualiware.se

☎ [+46 8 429 12 60](tel:+4684291260)

Terje Haugland



E-mail: Terje.Haugland@qualisoft.no

Mobile: +47 905 45 714

LinkedIn: <https://www.linkedin.com/in/terjehaugland/>