

Strategies and capabilities – a natural part of the management system

Webinar

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Webinar series

26 Jan

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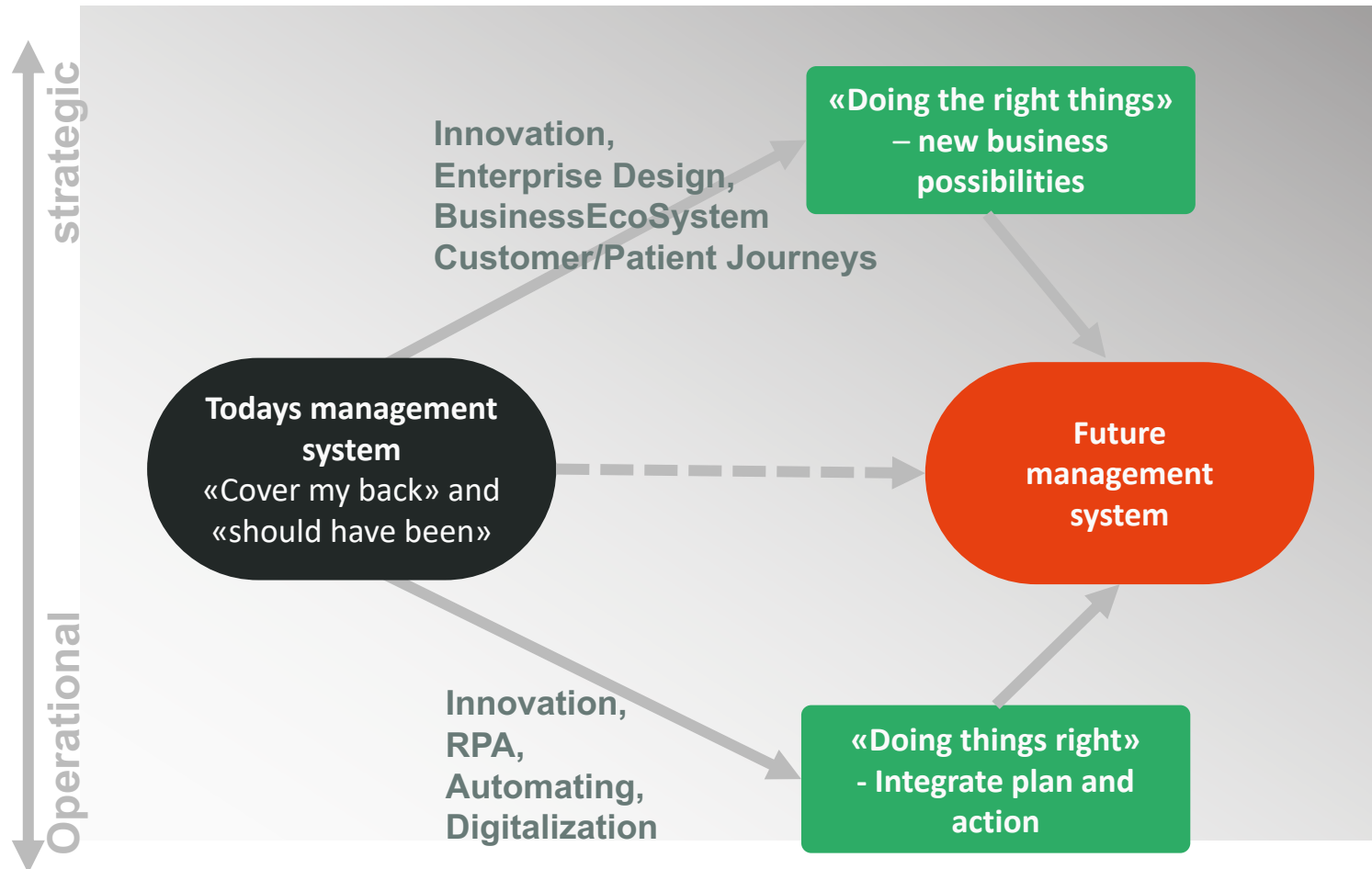
Take control of the information in your company – your most valuable asset?



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



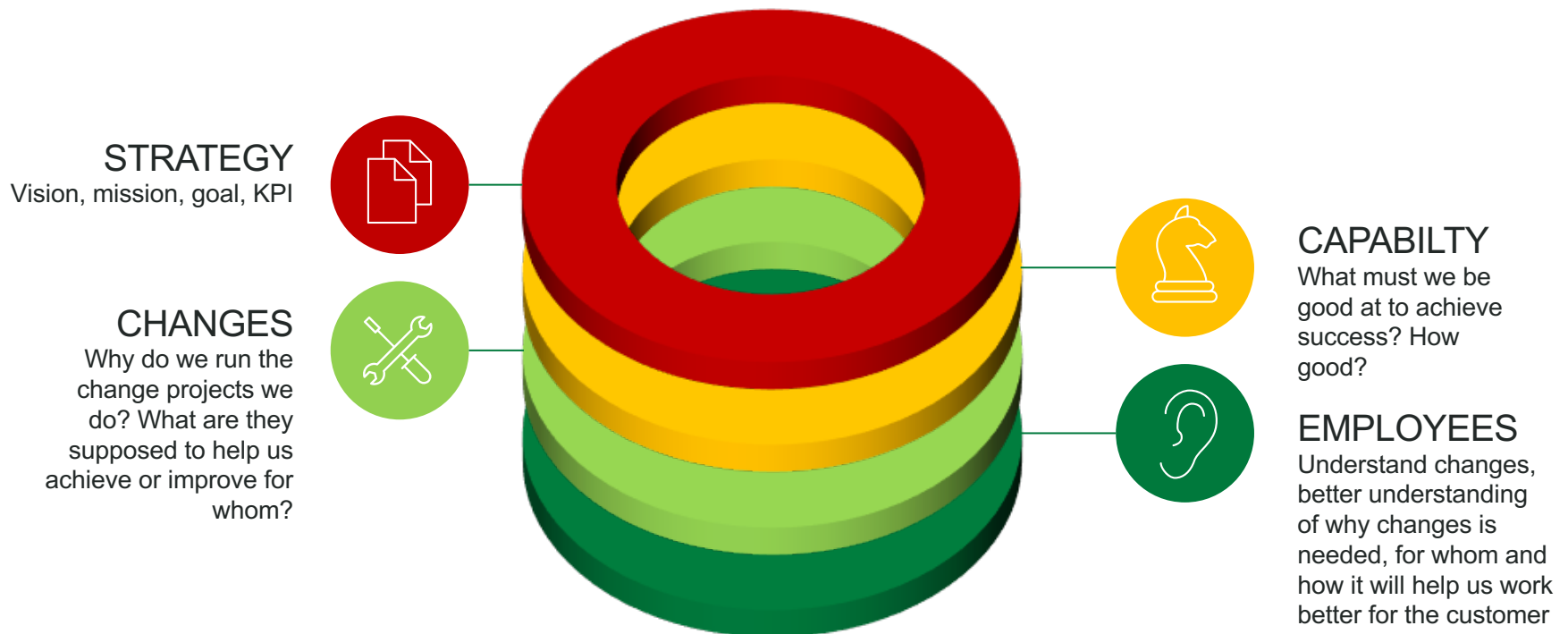
Mission, goals and kpi's

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



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?

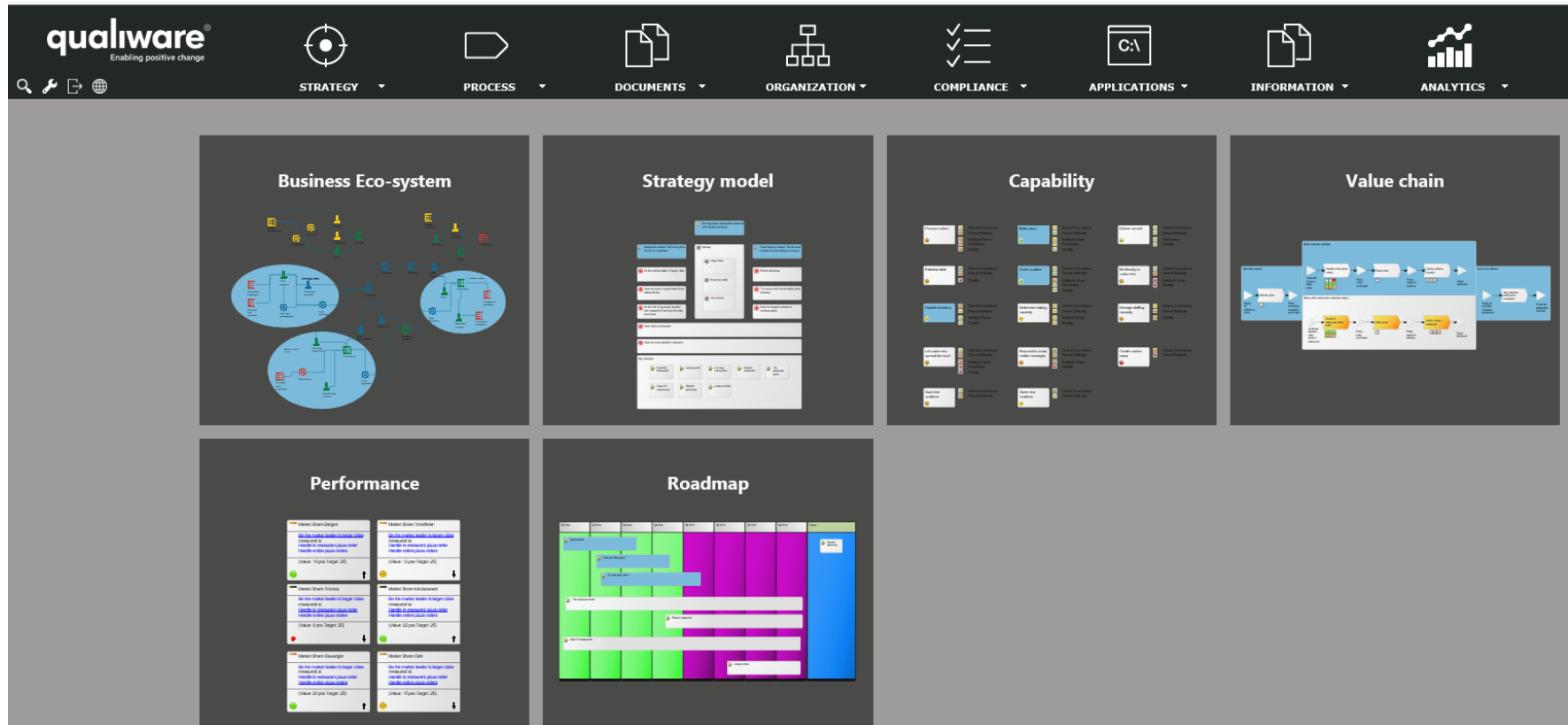
How good must we be?

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

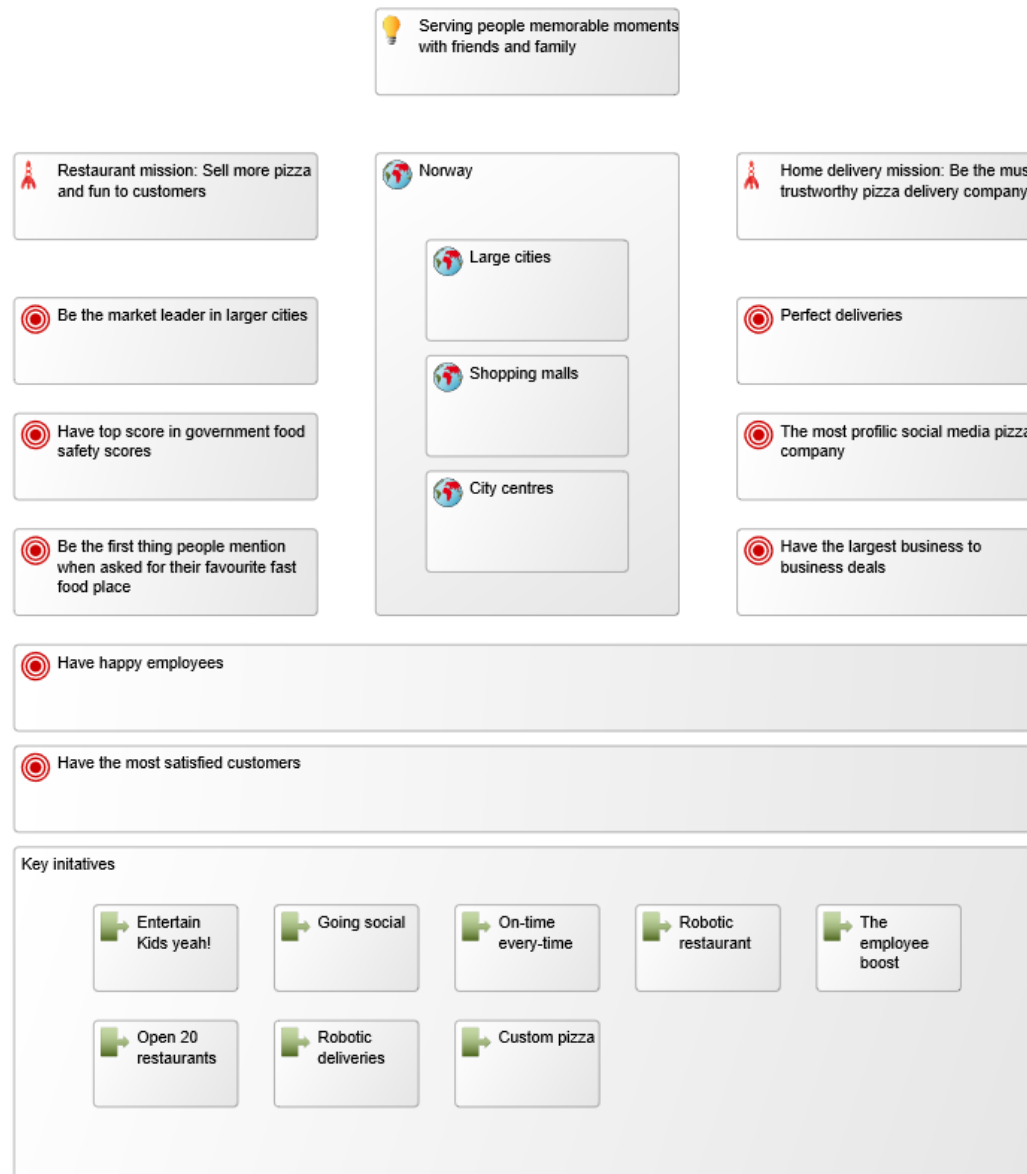
QualiPizza

- 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



Strategy model

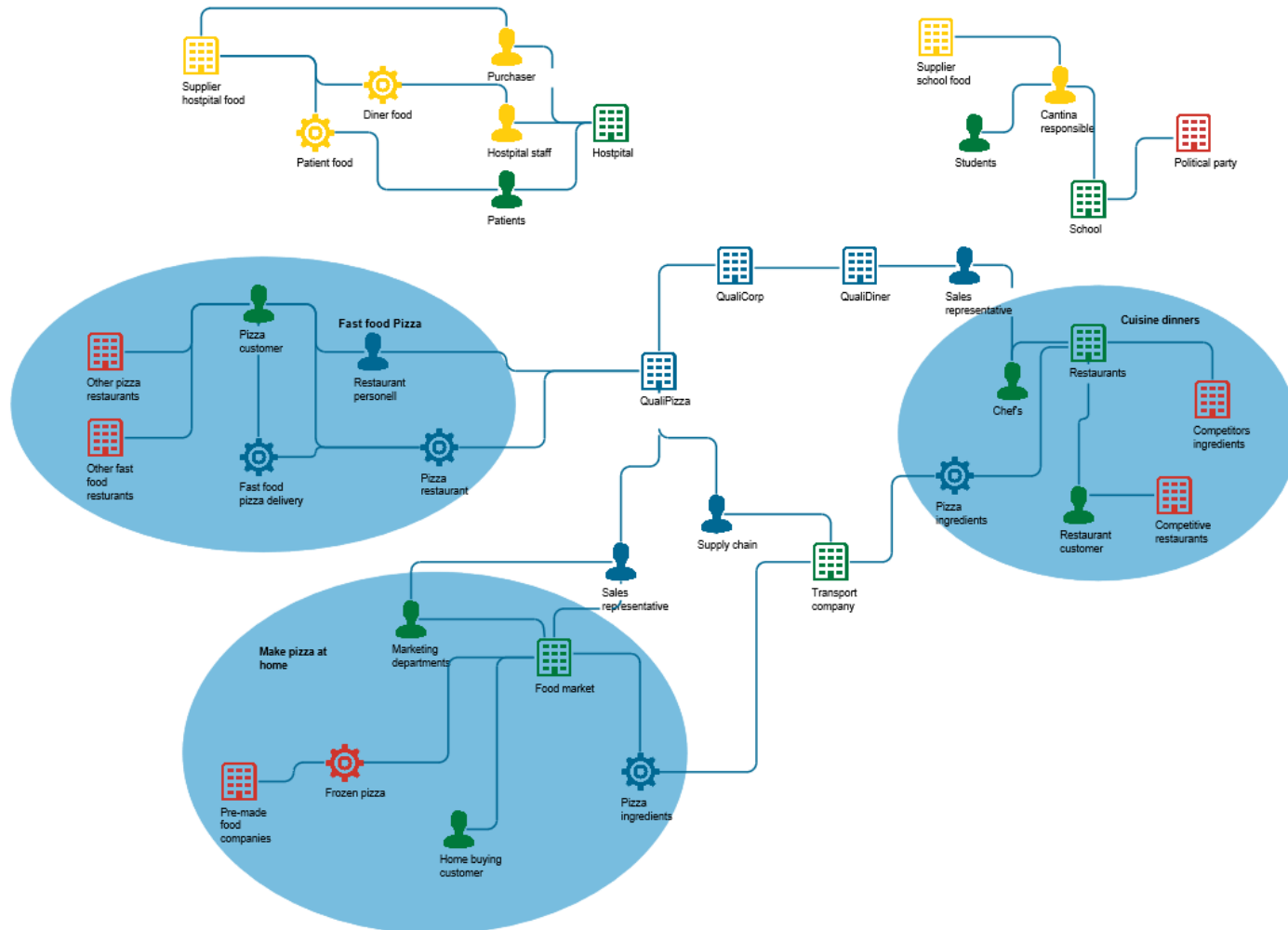


Business Eco system



QualiPizza - Eco System

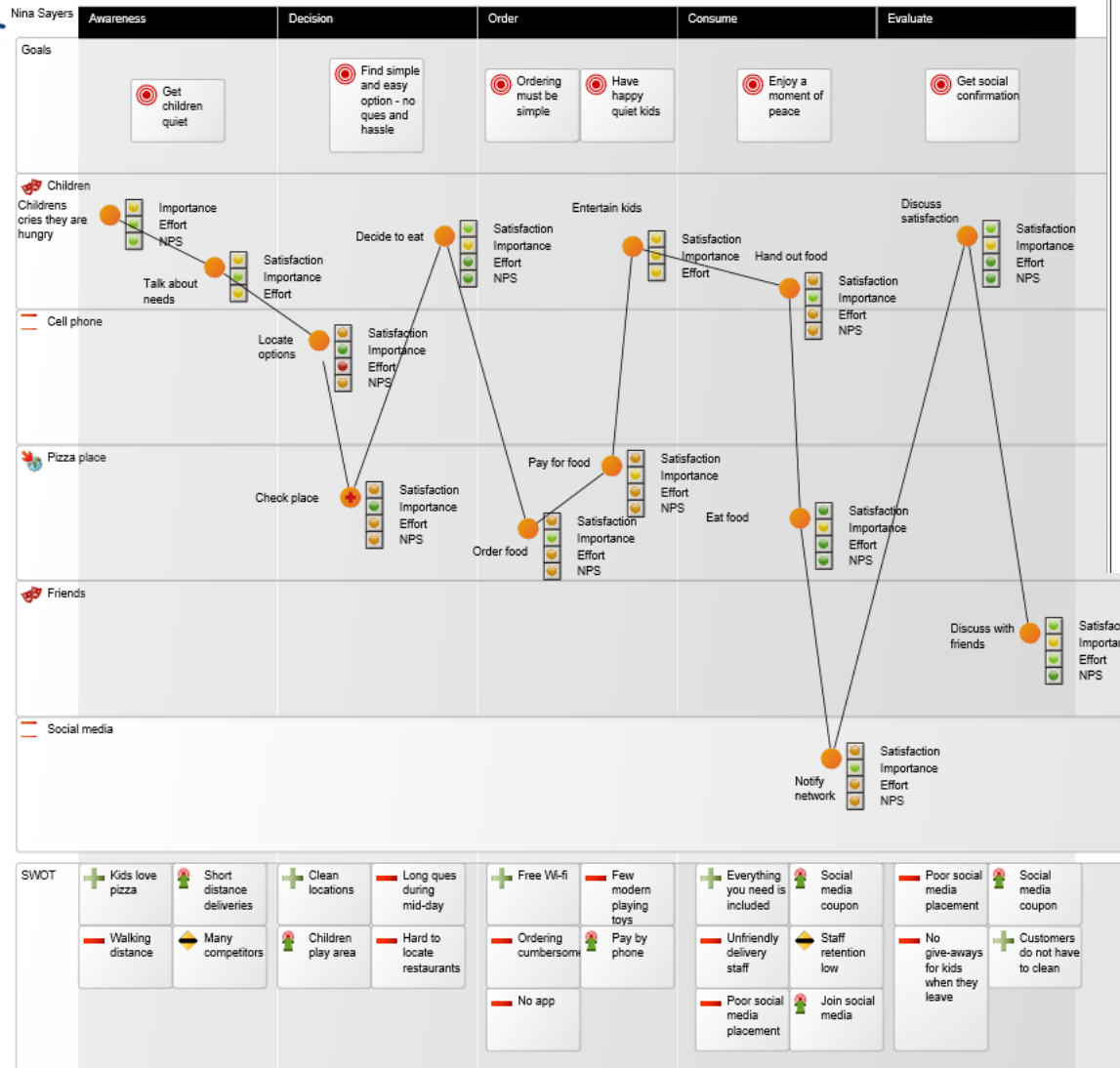
Diagram Description Context View RASCI



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

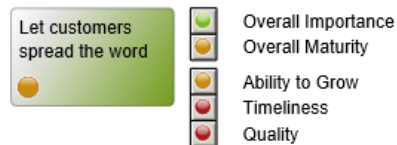
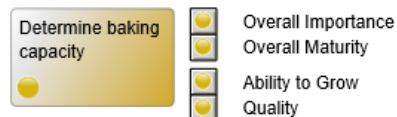
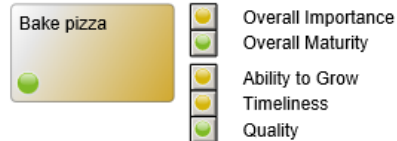
Occupation
Teacher

Character
Open minded, social, outspoken, loving

Environmental Attitude
Save the planet

Capability model

Pizza restaurant



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
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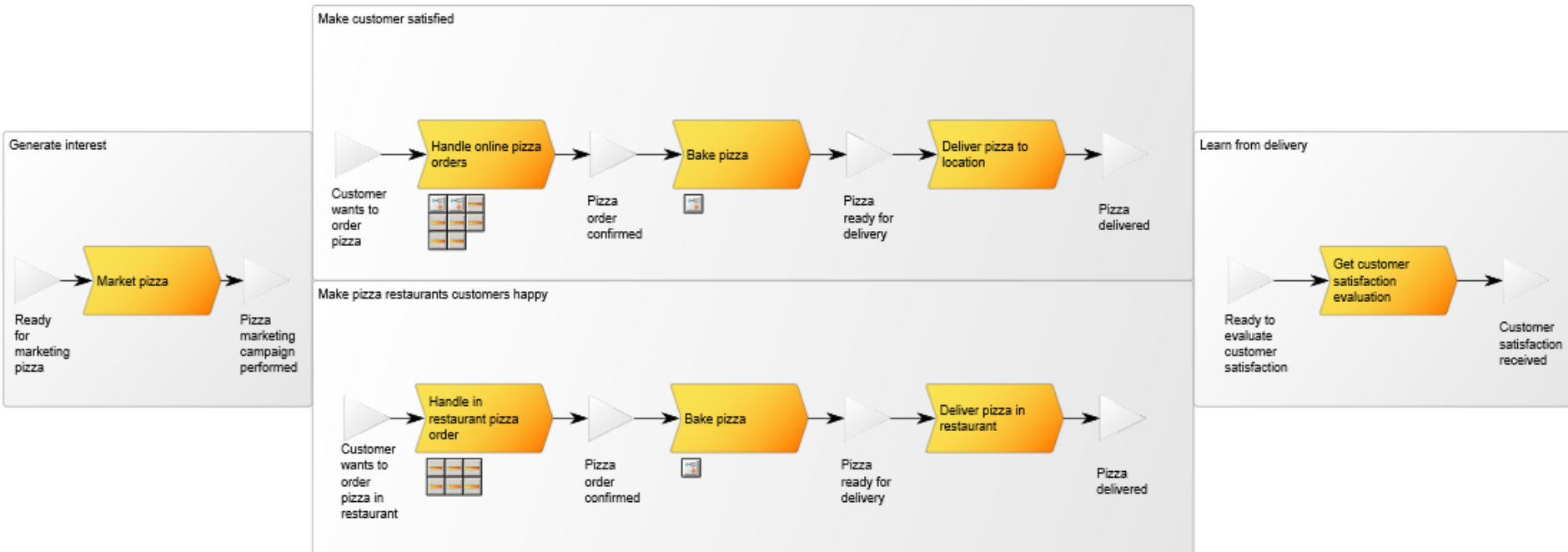
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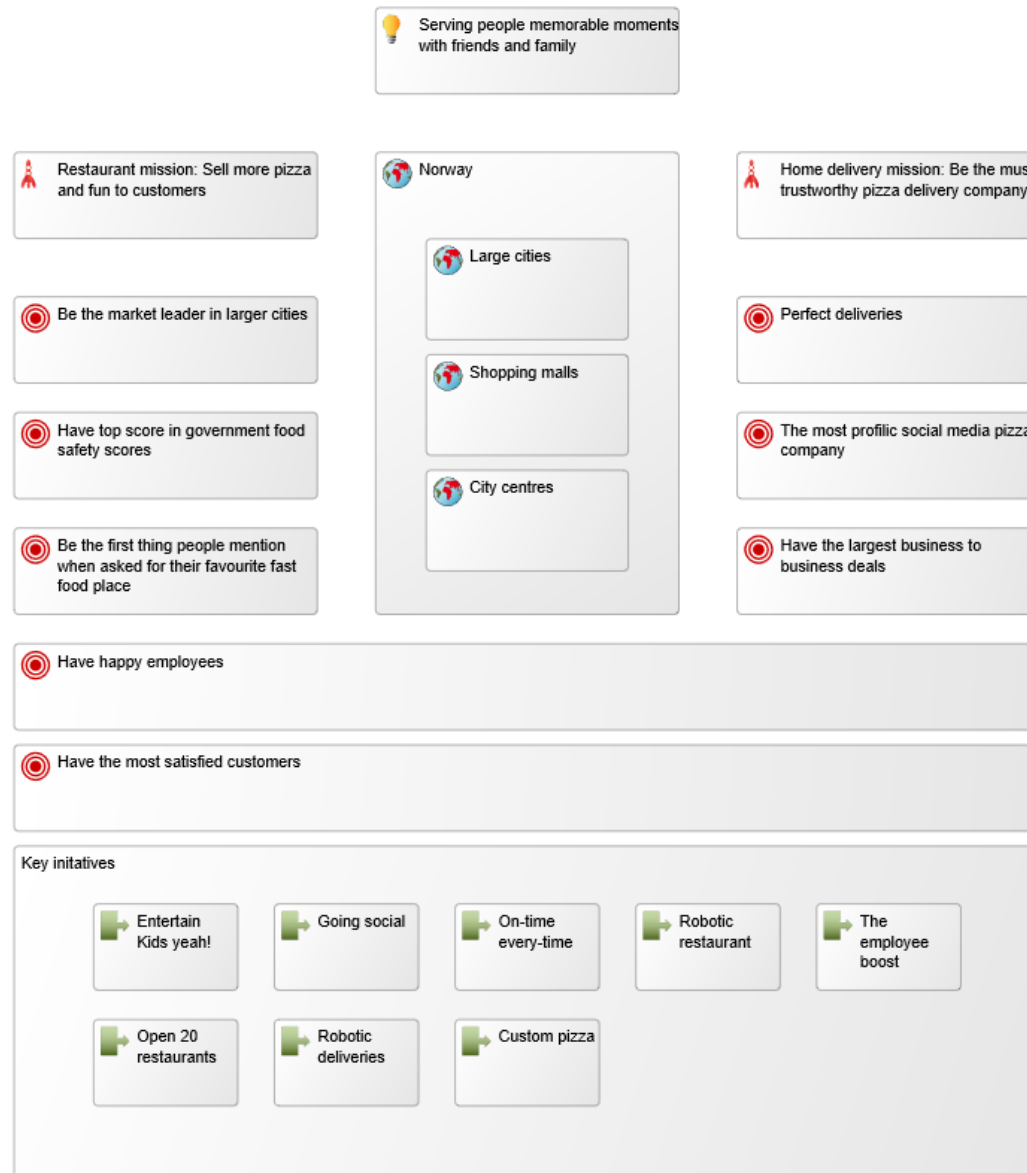
Capability	Delivered by
Bake pizza	Bake pizza
Be friendly to customers	Custom pizza The employee boost
Clean location	
Create custom pizza	
Deliver correct	Custom pizza Deliver pizza in restaurant Deliver pizza to location On-time every-time Robotic deliveries
Determine baking capacity	Custom pizza
Entertain 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

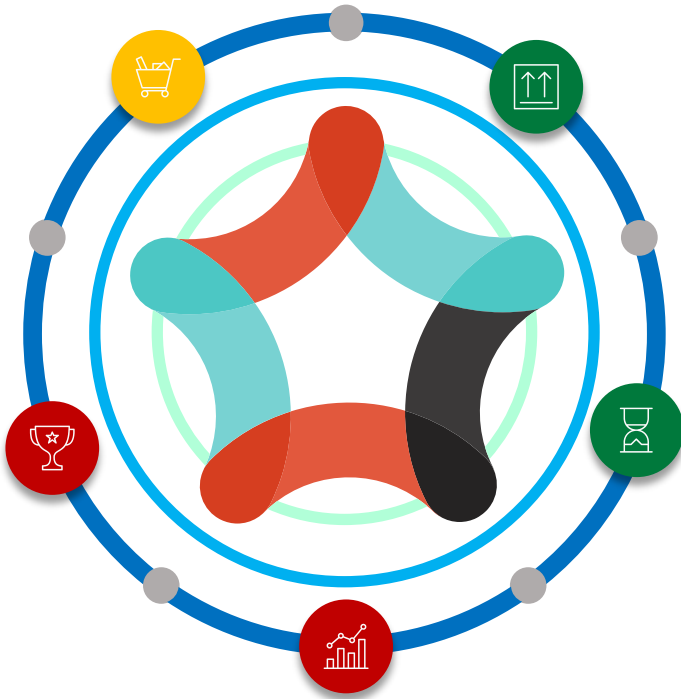


What change projects when?

What do they effect?



The connection

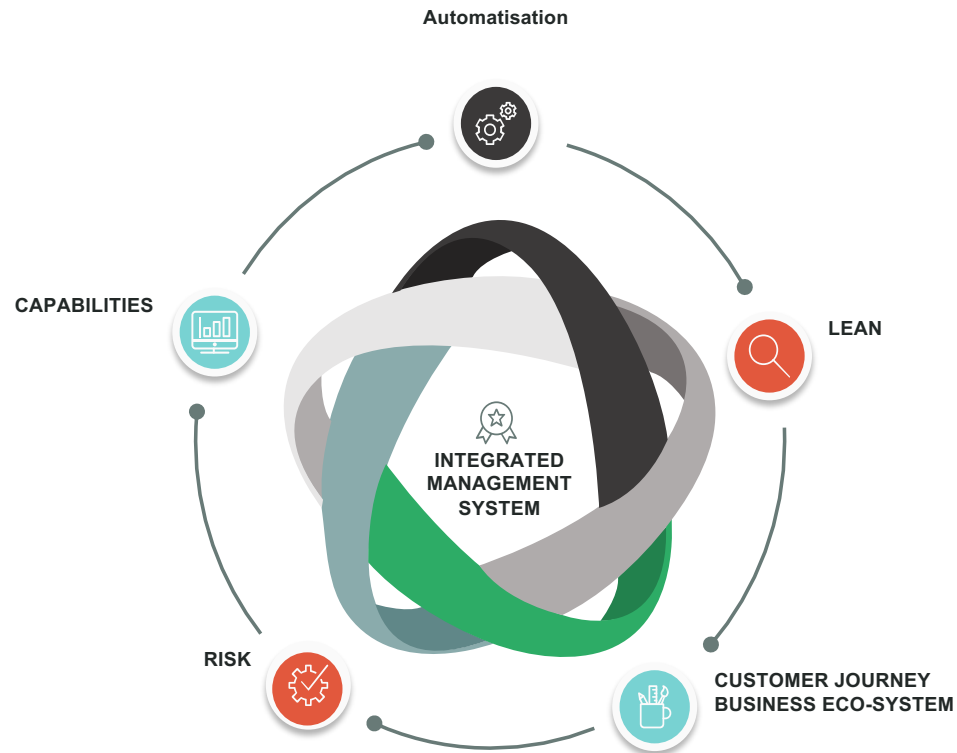


STRATEGY and KPI
- The direction and daily performance

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

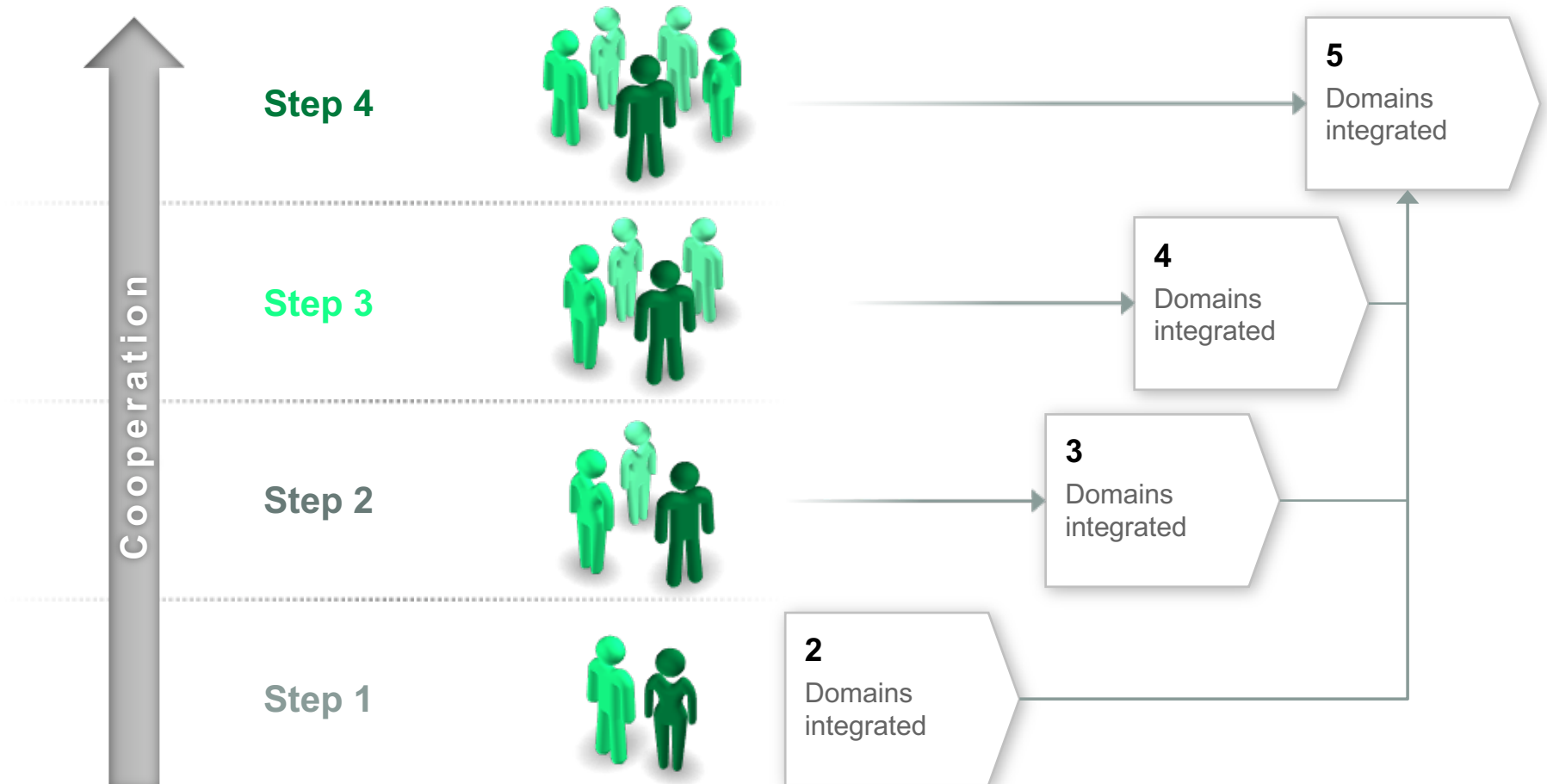
PROCESSES
- How work is performed, by whom, where, using what

The integrated management system

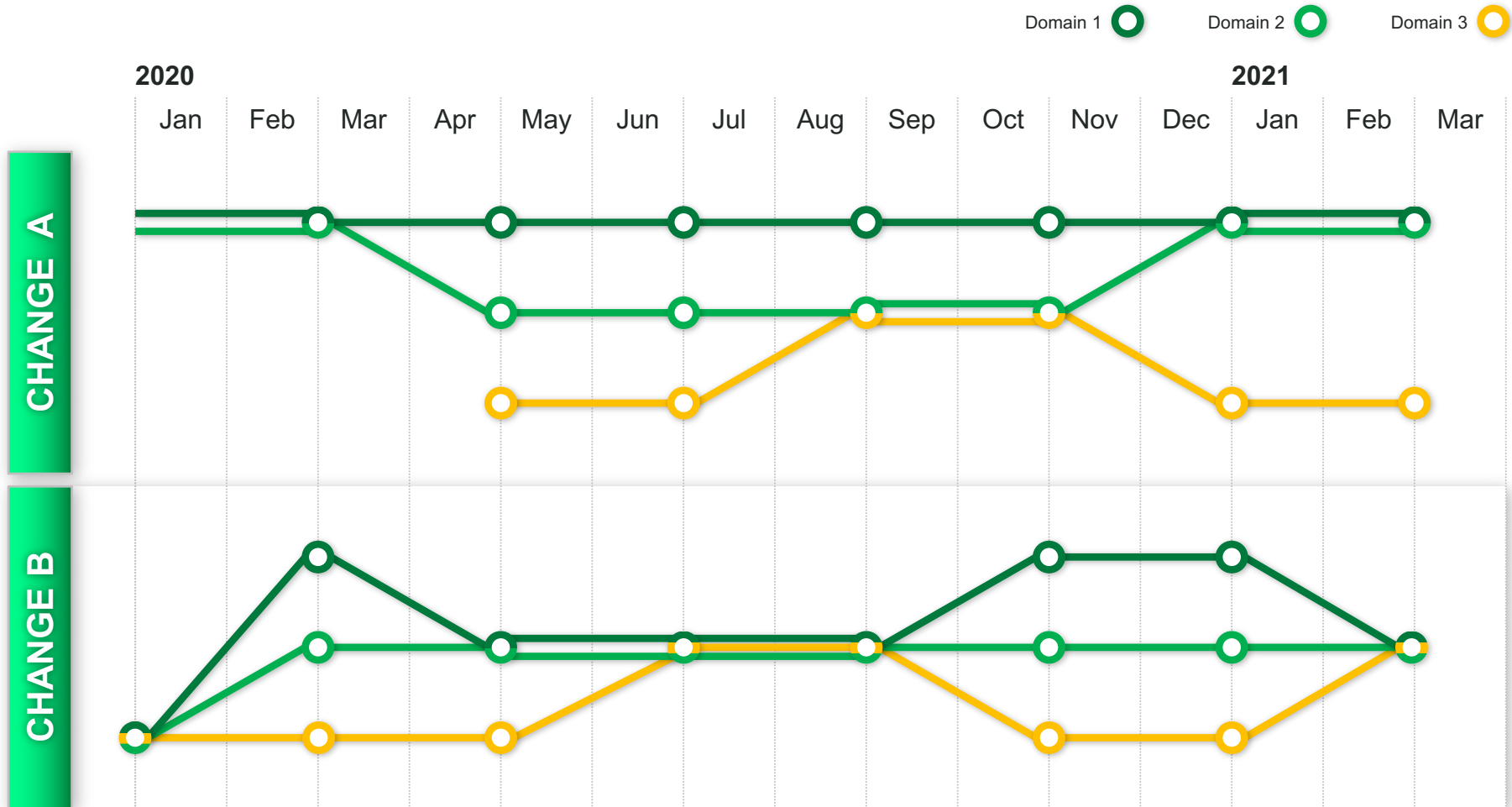


Cooperation

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

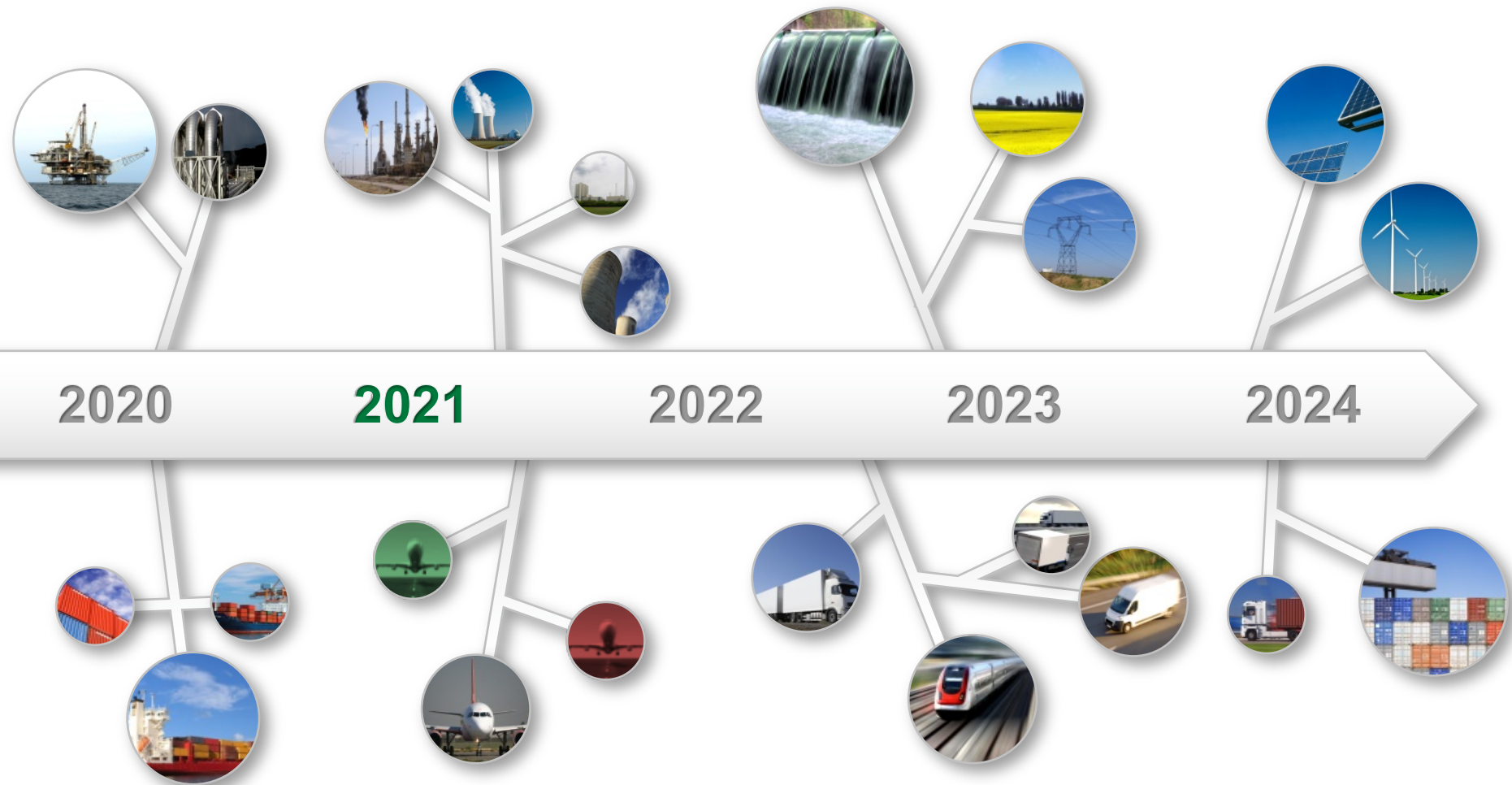


The cooperation is planned



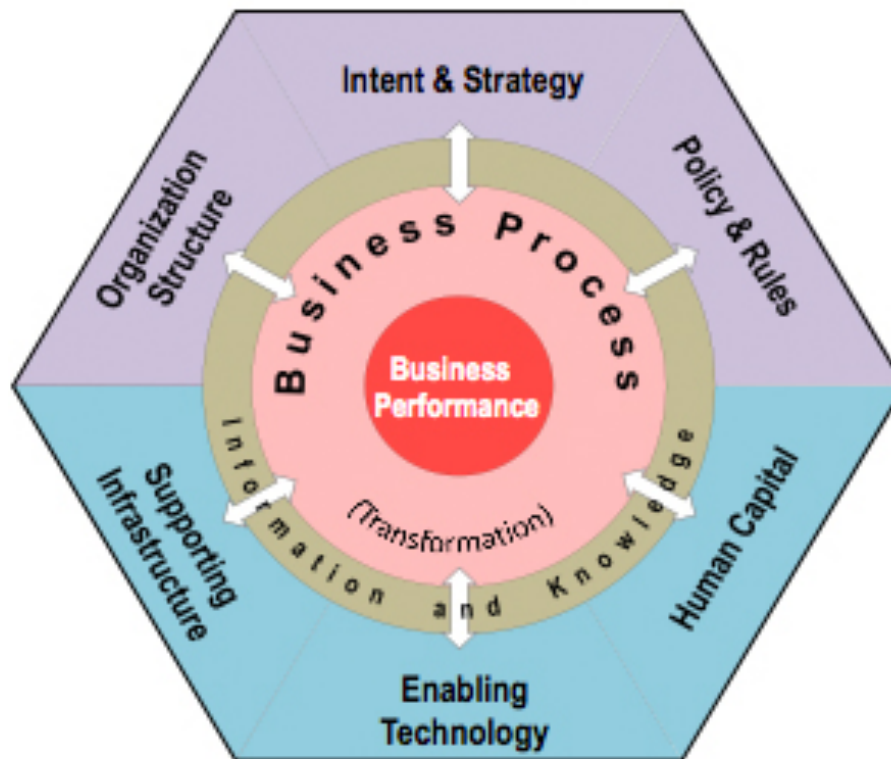
The integrated management system

- 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.

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