

# Case Example | Strategy Roadmap & Transformation

Humatica helped the new CEO to define a new strategy and align the organizational model, objectives and processes to achieve it.

## BACKGROUND & CONTEXT

- International product manufacturer, European market leader with significant acquisitions in new business areas
- Dramatic changes in market environment and customer preferences, moving from products to solutions and services
- New, aggressive competitors
- Increasing level of uncertainty and risks due to lack of clear strategy and organizational model across the company

## MEASURES

- Definition and agreement on new strategy
- New organizational design and management practices
- Simplified go-to-market model
- Definition of centers-of-competence
- Harmonization of roles and responsibilities
- Anchoring of new strategic cornerstones in management objectives across all business units

## RESULTS

- Major and fundamental shift in strategy with high buy-in from management
- Organization, objectives and roles aligned with new strategy across countries, hierarchies and business units
- Market share increase in key target markets
- Significant and sustainable risk minimization

## HUMATICA APPROACH

- Outside-in strategy development
- Workshop-based definition of future roadmap with key managers
- Definition of new strategy, organization, processes and roles; support of MbO process
- Identification and realization of quick wins
- Extensive management and employee communication and events

