



How to Tell If Your Organization

Is in Need of Strategic
Business Transformation



THE ALTERNATIVE BOARD

Shared Wisdom, Bottom Line Success



Revenue growth, increased profits, and higher business valuation are the goals of every thriving business, but there are a number of problems that can get in the way of those aims. Coming up with a strategic plan will help you overcome some of these obstacles (in theory), but [just having a plan](#) usually isn't enough to get your company where you want it to be. Real transformation requires accountability and execution.

Strategic Business Transformation with StratPro provides not just a plan, but an accountability and execution-driven implementation system to ensure your plan is achieved and your goals met. Wondering if your organization is in need of a strategic business transformation? Here are some key signs that it's [time for change](#).

Urgency Is Taking Priority

Are you and your team spending too much or most of your time and effort putting out fires? Does focus end up wasted in the whirlwind of urgent and not necessarily on important activities?

Lack of Direction

If energy is being burnt up on urgency, it may be because the company lacks a strategic direction. Without a guiding vision, the most important priorities are unclear, and the business is run tactically rather than strategically. Does your company have a well-defined strategic direction? Does your team know what that vision is, and are they all on board?

Conflicting Objectives

You've got a great team putting in their best efforts, but somehow the overall needle of revenue growth or profit increase just isn't budging. Everyone is clocking the hours, but are they clear on their objectives? Are individual objectives taking precedence over organizational ones? Are the organizational objectives clearly defined?

Entrenched Culture

In today's labor market, having a meaningful and attractive [culture is vital](#) for finding and retaining top talent, for guiding organizational decision-making, and for attracting clientele. Often, as a business grows, the culture of the organization develops organically. However, what worked well in a small office environment doesn't work when the company expands. Without a clear vision and team buy-in, changing company culture can seem impossible. Are you happy with the culture of your business? Are there changes you want to make but can't see how to implement them?

Difficulty with Delegation

Whether you built your business from the ground up, or stepped into an ill-defined leadership role, it's understandable if delegating tasks is challenging. This is especially true if roles and responsibilities aren't well defined (either by accident or design). Do key staff know their responsibilities? Are there problems with redundancy? Are you working too hard and picking up slack that could be delegated elsewhere?

Unfocused Value Proposition

If an organization isn't crystal clear on the value it has to offer, no one can effectively communicate it to customers, partners, or any other stakeholders, and a company can't grow to its fullest potential. Does your company have a concise and direct value proposition? Can you clearly explain how you are different from and better than your competitors?



Conflicting Chain of Command

For a number of reasons, a company's decision-making process can end up being vague and ill-defined. As a result, key decisions may be undermined — sometimes as a byproduct of unresolved conflict between staff, and sometimes out of sheer confusion. Is your decision-making process clearly defined? Are your staff all on the same page when it comes to key decisions and their outcomes?

Failing to Use Metrics

How does your leadership team make their decisions? Are they tracking [operating metrics](#) over time and adjusting based on Key Performance Indicators (KPIs)? Have you determined the appropriate KPIs for your business? Do you have leading and lagging indicators? Are you using annual financial budgets to guide your decision-making?

Poor Accountability

Accountability isn't just a matter of negative consequences for missed deadlines, it's about clearly defined responsibilities and the support needed to achieve goals. Does your organization have effective measures in place to keep people accountable in both their daily operations and their long-term goals? Are you ensuring everyone executes on what needs to be done and [creating an environment for success](#)?

How Much Are These Problems Costing You?

If you're facing any of these issues in your organization, and especially if more than one resonated with you, then it's time for a strategic business transformation. All you need to do is ask yourself how much these problems are costing your organization. Any one of these challenges is costing you valuable time, for a start. Beyond that, these issues have negative impacts on your staff as well as your clients.

Here are some questions to ask yourself to help determine the degree of negative impact these problems are having on your organization:

- How long has this problem gone on?
- Who has it affected? Upper management? Key staff? Clients/customers or suppliers?
- Have you lost business or revenue as a result of this problem?
- How have you tried to fix the problem?
- How did that work?
- Why didn't that work?

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How Strategic Business Transformation Can Help

By diagnosing your organization's specific challenges and getting the entire Strategic Leadership Team to be a part of the process, strategic business transformation focuses on solutions that will garner buy-in across the organization and provides accountability to ensure results. Importantly, strategic business transformation with StratPro is a facilitated process, not just a tool or plan that is handed off without follow-through.

Unlike one-off seminars or simple training sessions, the StratPro system ensures real change through on-going, facilitated workshops in which you and your Strategic Leadership Team develop a vision and then implement it. Regardless of the challenges your company is facing, using StratPro will help you to grow your revenue, earn greater profit, increase the value of your business and achieve greater work/life balance.

Ready to Learn More?

Companies who go through the StratPro process consistently achieve 2.5 times the revenue growth of a typical company. If you think your company might be ready for a strategic business transformation, take this [quick diagnostic survey](#) to get an assessment of how StratPro can help or contact Blair@TABDenverwest.com for more information.