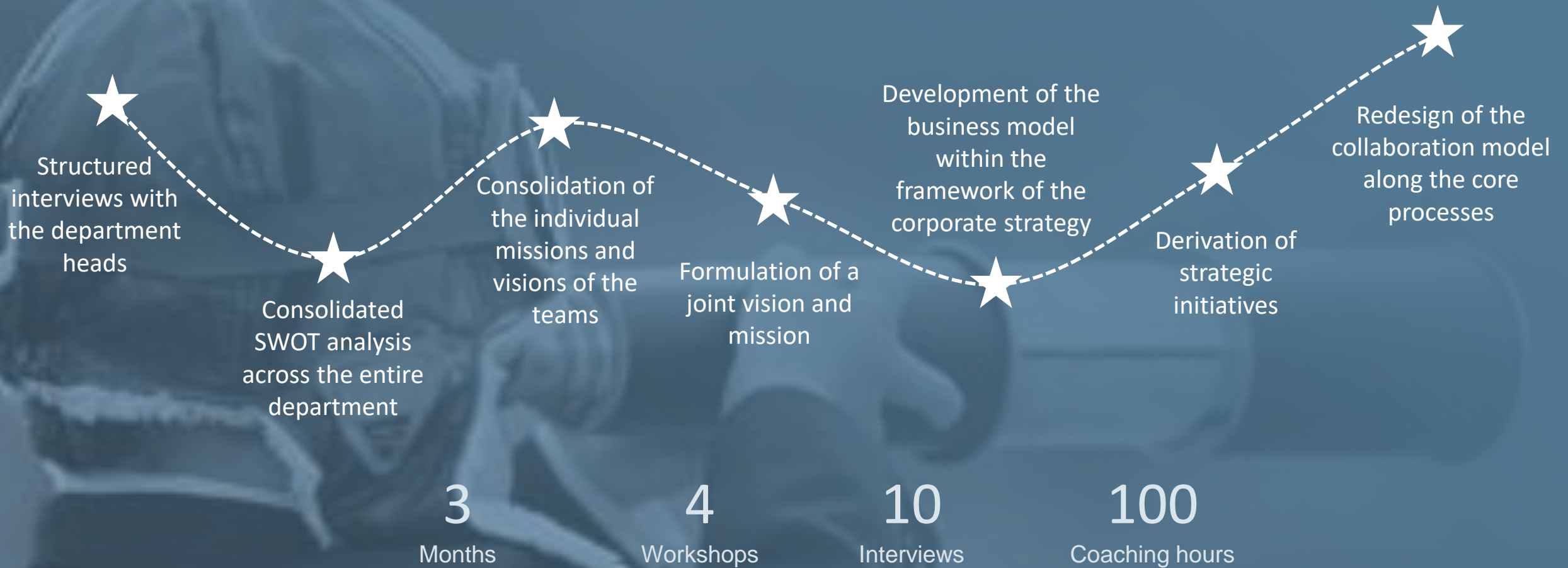




Vision and strategy

Strategy project at an automobile manufacturer

VISION AND STRATEGY



VISION AND STRATEGY



Challenge

The competitive pressure on traditional manufacturing companies is increasing. The data generated in the company can help to make data- and thus fact-based decisions.

The area responsible for data transformation was already fundamentally different from the parent organization with its agile way of working.

Nevertheless, there was no overarching vision or strategy for this newly created area.

The challenge was to unite the partly very heterogeneous focal points and interests of the sub-areas in a common vision and to formulate a data transformation strategy consistent with the overall strategy.



Approach

In order to get a first overview of the initial situation, the individual department heads were interviewed using a structured questionnaire. The aim was to work out the individual visions of the departments as well as their strengths and weaknesses. In addition, the views on opportunities and risks were to be recorded and the future contributions to value creation were to be compiled.

In the following, a cross-departmental SWOT was consolidated. In a vision workshop, the department heads developed a common vision for the department that would guide their actions.

Based on the vision, the new business model for the division was developed. From this, concrete strategic initiatives were derived and the cooperation model was adapted.



Next steps

Accompanying the leaders in the implementation of the strategy supports the unit in maintaining the chosen focus and in not losing sight of the fit to the vision in the case of necessary strategy adjustments.

This is complemented by a 6D leader validation of the leaders in order to identify the current state of leadership skills and to implement targeted development measures. This increases the potential development of the human capital in the area of Data Transformation.

Through orientation, focus and development by means of vision, strategy and leadership development, resources and capacities are released, which positively contribute to the company's overall value.

VISION AND STRATEGY



The vision and strategy work has created the basis for us to clearly and concisely elaborate the importance of data transformation for the value creation of the company internally and externally. Our division now has a common understanding of the future and is focusing on the strategic initiatives that are essential for this.

Responsible project manager of the Data Transformation division

Customer:

- Automotive manufacturer

Services:

- 6D-vision
- 6D-strategy

WE LOOK
FORWARD TO GET
IN TOUCH WITH
YOU!

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