



## ***Creating vision and strategy and an effective, new Executive Leadership Team***

### **Client**

An established information services and media company serving niche markets.

### **Challenge**

Reposition this privately-held company to proactively address structural changes in the information industry – including new technology that impact the way people can and want to receive information – amid economic recession. Revisit their mission, articulate a vision, and create a compelling strategic plan to catapult them into the next generation. Integrate new members into the leadership team and enhance this new team's effectiveness.

### **Approach**

Together with the Executive Leadership Team, M. Beacon Enterprises:

- Created a structured framework for strategic planning that was specifically tailored to the needs, experience, language, and culture of the client organization
- Introduced new tools for making decisions and focusing on results and outcomes
- Developed a set of strategic priorities, including one priority to improve organizational effectiveness, particularly in governance, business intelligence, and customer focus
- Laid the foundation for a cohesive, effective leadership team – and built capabilities in strategic agility, process management, and systems thinking

### **Result**

Our engagement helped the client to reenergize their organizational mission, craft a new, 10-year vision, and create a formal strategic plan – for the first time in over 30 years. Our work at the Enterprise Level set the stage for the client to implement key elements on the fly, while also translating high-level strategic priorities into actionable operational plans. By involving many internal experts and staff at multiple levels in the planning process, we developed trust and buy-in for acceptance of the leadership team's recommended strategy – a key enabler for the client's success in actively living and managing this new strategy while remaining true to its mission. Currently, the client continues to refine its operating plans, build on the organizational capabilities we developed together, and use the management tools and planning framework we introduced during the engagement.