

Typical Results from
Securing the Future
Program

Typical Results: Securing the Future

Reviewing and restructuring part of an organization

As a consequence of their attendance on Securing the Future, a team from a telecoms company realised that a range of issues in their business did not fall directly under any one group's remit. Some of these issues were dealt with by the sales team, others were covered by the project team, and some slipped out of view completely.

In some instances it was not clear who should be invoicing what, so the team decided to appoint a commercial manager who would oversee the interface between the bid team and the project delivery team. This person would run a client management team, and would be responsible for all the issues relating to that.

Developing client orientation

The same team also developed a statement of purpose for their division of the business as part of the Securing the Future program. This prompted them to reassess the way they pitched to clients. Previously when pitching to clients they had emphasised their favourable qualities: the quality of the technology at their disposal, the length of their experience in the industry, the depth of knowledge possessed by their people, and so on. Now they decided to focus more squarely on the client, and instead of focusing on *their* strengths, the team outlined how they could help their potential clients create accurate and friendly interfaces between themselves and their users.

Taking decisions based on strengths

The senior management team at a precision pipe work manufacturing company used Securing the Future to review the facilities they had, the customers they were dealing with and the expertise that existed in the organization, and based on this they identified the core strengths of the business.

With the realisation that they had the required expertise in house, they approached their client base with greater confidence and started to bid on bigger and more complex projects, and diversified into producing other products.

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