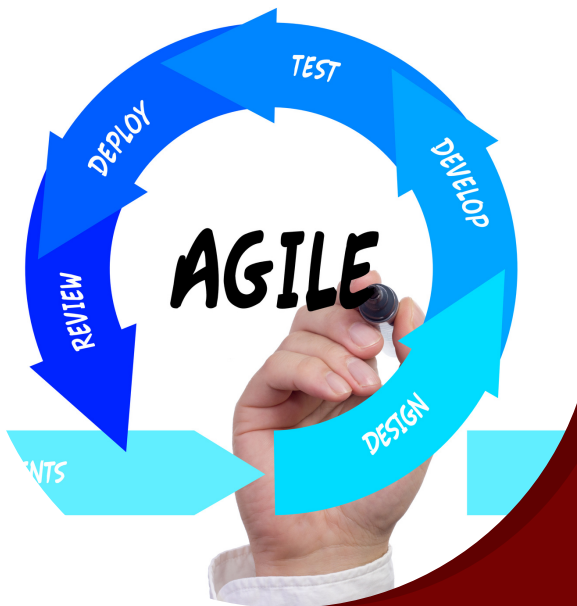


# CUSTOMER CASE STUDY

Agile Transformation Strategy Execution



## AT A GLANCE

### CHALLENGES

- Adapt to macro changes
- o to delight the customers in the virtual environment
- Increase agility and competitive advantage

### BENEFITS

- Clarity of goals and expectations
- Leadership alignment and team buy-in
- Transparency and accountability
- Visualization of progress

## OBJECTIVES

Due to global pandemic, customer identified the need to change sales and project management processes to be more adaptive. Improve team's ability to delight customers in the virtual environment and increase customer engagement. Increase operation profit and competitive advantage through process agility.

## SOLUTIONS

We took the team through ZL Accountability System to execute the process transformation strategy:

- Aligned leadership expectations towards success
- Created communication plan to get team buy-in
- Identified areas of focus and strategic initiatives
- Engaged the team to brainstorm actions to achieve goals
- Reached team's commitment to prioritized actions
- Create clear actions and RASI for the team to execute
- Implemented agile strategy execution
- Installed progress dashboard for the team to visualize real-time progress
- Reflected regularly to make iterative improvements

## BENEFITS

### Benefits One

Leadership team is aligned on the goals, vision, and what success looks like. They got team's buy-in prior to strategy execution.

### Benefits Two

The team has clarity of what needs to be done and who is doing what in order to reach the milestones. The team felt empowered with their input and commitment

### Benefits Three

The execution progress is transparent to all stakeholders. There is no special effort required to prepare for a strategy update. The team is on the same page of where the strategy is.

### Benefits Four

Team motivation is high. They are motivated to SEE the progress. They have enhanced trust and collaboration through this process.

