

# Conducted a comprehensive process and organizational assessment to elevate Go-to-Market effectiveness

## Case Study – Human Capital

### Situation

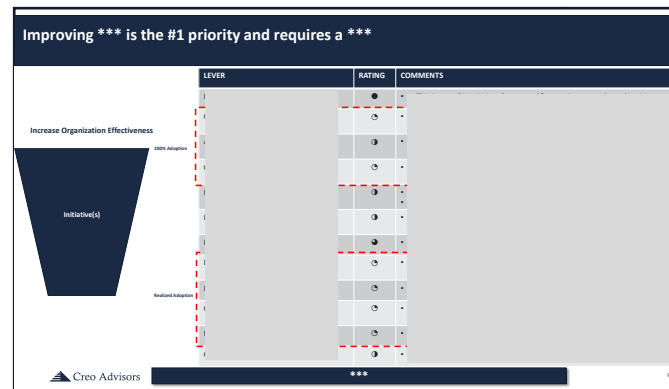
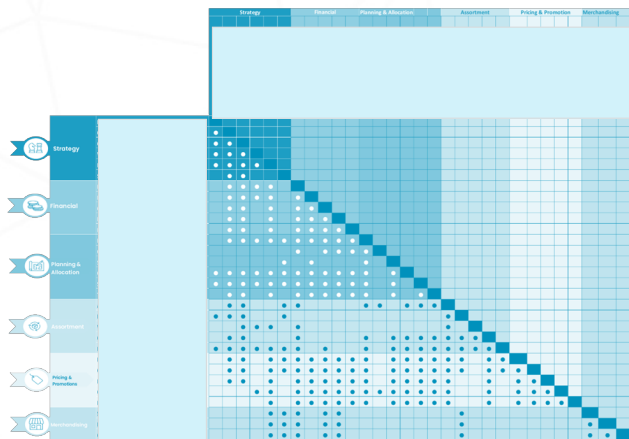
- Worked with a leading Consumer brand which was seeking to elevate organizational Go to Market capabilities
- Company recognized the need for change and stronger capabilities
- Sought to operationalize its high-level corporate strategy

### Actions

- Conducted a comprehensive assessment of Go-to-Market organization and processes
- Analyzed over a dozen processes from storytelling and category strategy to operating cadence
  - Addressed cross-functional touchpoints
  - Compared to external best practices from 20+ organizations
- Defined future state with actionable improvements
- Developed implementation plan

### Results

- Focused the organization on key priorities to improve near-term and longer-term performance
- Activated cross-functional improvements between Go-to-Market and Operations
- Initiated/accelerated to 5 initiatives including organizational improvements
- Led to record sales, with 20% sales growth, and improved Go to Market connectivity



Five priorities surfaced to address near-term needs and begin the journey to deliver the longer-term strategy

