



## 1. Situation

- Publically-held \$900M multi-brand and private label company
- Locations throughout North America
- 100% growth in past 5 years
- Completely new Executive team over past four years
- Strategic growth through targeted acquisitions

## 3. Deliverables

- Developed draft KPI Dashboard based upon priority (Top 5-10) KPI's for CEO and Executive Team
- Defined priority KPI's for next level functional leaders (25)
- Developed KPI definitions for ~ 150 KPI's, including description, calculation, data sources, visual display description, and impact map (drivers)
- Management Routines Analysis completed as "add-on" engagement

Consumer  
Products  
Company

## 2. Key Issues

- Transitioning from Turn-Around Phase to Optimization Phase
- Continuing cultural transition to "Fact-Based" decision making and analytical competition
- Attempting to accelerate the deployment of Business Intelligence and align extended leadership around this
- Large management team from many diverse backgrounds

## 4. Results

- Leaders enabled to provide fact-based leadership to teams
- Growth in leadership capability
- Clear line of sight adoption drives KPIs into multi-levels of the organization
- Focused management routines adopted increase productivity and meeting effectiveness

"Defining KPIs and the development of a routine around the review of those KPI's has accelerated our journey to Optimization phase. I can see how this process will help drive a fact based decision making culture."

**CFO & Project Sponsor**