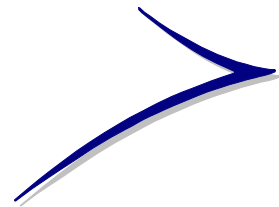


# StrategyTrak



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Live Topics

## How do you deal with something as vague as organisational culture?

### Don't read this

...if these 7 statements apply to you:

1. We have a clear picture of where our business is heading in future.
2. We understand exactly how all bits of our business fit together.
3. It is easy to adapt improvement initiatives to fit our organisation.
4. We have implemented an e-business strategy successfully.
5. We have processes to value and manage the firm's knowledge
6. We have an effective cultural fit across our whole supply chain.
7. We know exactly what the fatal flaws are in our strategy.

### Old rules don't apply

Most management models imply that one size fits all. They assume there is a 'right way' - what worked well in the past for big companies.

Such approaches are inherently weak when they come to knowledge, learning and innovation. Most are static, and assume a straight-line progression towards excellence.

In the real world, badly timed or misdirected initiatives actually damage companies that are undergoing change or rapid growth, by diverting them from key processes.

In an uncertain world, every organisation is in rapid change.

### An alternative exists

Over the last few years, Rowanhill has been developing and testing an alternative approach. Our model is holistic, 3-dimensional, and dynamic.

It does not assume a single, right way, but allows for differences in goals and culture in different organisations.

We believe that each firm has its own unique blend of characteristics. We therefore designed a diagnostic tool that allows these characteristics to be

measured quickly - and mapped against clear reference points.

The result is **StrategyTrak**.

### What it does

**StrategyTrak** has been used successfully in a number of different ways, for example to:

- Review overall business strategy
- Compare different parts of firms
- Enhance award initiatives
- Check supply chains for best fit
- Target HS&E or quality initiatives
- Focus knowledge management
- Set priority development needs
- Assess investments or acquisitions.

### What is involved

**StrategyTrak** is deceptively simple. You use a PC-based form to answer a wide range of multiple-choice questions about your organisation. The process usually takes less than an hour to complete. The questions are non-judgmental.

Use it across the full board of directors (including non-executives), divisional management teams, or all the companies in a supply chain.

**StrategyTrak**'s built-in analysis and charting tools give you rapid feedback on the kind of organisation you are, your capacity for growth, and the current pressures which could divert you from your strategic goals.

This will help you to choose change strategies that support the style of organisation you want to be, and reject other inappropriate routes.

### A researched model

Although the front end is simple, **StrategyTrak** is based on a complex model, built around the interactions and balance of nine organisational dimensions.

In one framework the model pulls together the ideas of some of the most influential thinkers in the fields of business growth, company culture, and knowledge management.

The model quickly identifies where there is a mismatch between the desired future and current capability.

### How it fits

**StrategyTrak** is designed to complement, not replace other improvement initiatives.



It also dovetails neatly with Balanced Scorecard.

Use **StrategyTrak** first, as a diagnostic tool to help set strategic priorities, identify potential effects, establish the most favourable timing - and find any flaws in your strategy.

It has been tested in organisations from SMEs to multinationals. Its profiles and metaphors give clients insights that help them re-align business strategy, build on strengths and resolve weaknesses.

### Find out more

**StrategyTrak** is a simple diagnostic tool, based on a unique and dynamic model of organisation development.

It is aimed at people with responsibility in their organisation for strategy and structure, e-business, supply chain management, QHS&E, knowledge management, HRD, or investment and business acquisition.

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