

Global event business boosts its clarity and flow with purpose, strategy and operating model redesign

Mindyasa helps CEO and Chairman to refine their strategy plan and operating model in 100 days

“Mindyasa has provided us with a first class service. Their work has bought our company together and arms us with the clarity we need for the next stage in our growth.”

Danny Seal,
CEO and Co-founder

UNBOUND



SOLUTIONS

- Organisational health check
- North Star creation framework and process
- Strategy plan development
- Operating model design

RESULTS

Increased clarity



A North Star and a strategy plan. Designed by the Management team, the plan included planned objectives, financials, roadmap and functional level plans.

Better alignment



Internal alignment on Unbound's vision, strategy plan and operating model among key stakeholder groups including the Senior Management Team, employees and The Board.

More flow



A new operating model. Role definitions and organisational chart. A process mapping capability built, and rolled out across the company.

Stronger health



Detailed understanding of current levels of organisational health including strengths and opportunities for improvement. An action plan to improve it.

THE SITUATION

- Global events organisation, with operations in London, Singapore and Abu Dhabi
- Revenue growth had slowed
- Several new senior executives had recently joined

CHALLENGES

- Lack of clarity on the organisation's purpose, priorities and how work got done
- Secure buy-in across multiple stakeholder groups

www.unbound.live

Unbound is a global innovation platform. As a powerful, trusted brand with a globally respected voice on innovation, Unbound bridges the gap between entrepreneurs, corporate business, governments and trade agencies to fuel a digital future, building ecosystems and enabling grassroots entrepreneurs to flourish. It encourages innovation by showcasing pioneering ideas and fostering creativity in digital communities around the world.

THE APPROACH

During the first phase of the project, an organisational health check was undertaken to seek quantitative and qualitative data to assess Unbound's organisational health and identify opportunities for improvement as well as areas of tension. The check provided an opportunity to engage with all staff and validate concerns raised by the SLT.

The survey covered 10 sections including company positioning and performance, leaders and managers, people & teams, roles, culture, and growth & development.

Employees answered using an agreement scale from 1-5 and all statements were framed as a positive. The results were analysed to reveal areas of strength and six high level opportunities for improvement.

Partnering with the CEO, we led a number of workshops to improve clarity on foundational organisational tenets. We led a process to create Unbound's North Star and strategic priorities providing clarity and guidance to the SMT, employees and partners. Armed with a clear purpose and priorities, we developed and rolled out a strategy planning process. During this process, the SMT developed functional strategy plans to deliver on the organisation's priorities, mission and purpose. A holistic strategy plan for the business was then created.

Having a clear view of Unbound's strategy plan, we undertook a review of its operating model. A workflow and capability analysis was undertaken to understand the flow of work to be done and existing capabilities. Areas of capability development required, ways of working, and a governance framework were developed. A revised organisational chart with supporting role descriptions were also produced.

To further improve levels of flow, Mindyasa developed a process mapping process. The end-to-end process for securing and delivering an event was documented, a critical cross functional flow of work that had previously not been written down. All employees were upskilled to capture and document key processes and a process mapping champion was identified and trained to lead the ongoing documentation of processes across the organisation.

FOR MORE INFORMATION

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