

Effecting Change through a Structured Approach

A client's goal of centralizing their marketing activities required a multi-faceted change strategy within their organization.

Challenge

After centralizing the organization's marketing spend, a leading education services firm needed to redefine value in the eyes of their internal product groups. It was necessary to **articulate an organization-wide vision** and to **establish a model for delivering value** from the marketing division to the product areas.

The client needed to:

- Reintroduce their centralized marketing division to the rest of the organization
- Establish boundaries and responsibilities, both within their division and with the rest of the organization
- Demonstrate the value of centralizing previously disparate activities and spend
- Communicate a go-forward vision for the division and its impact on internal clients

Collaborative Approach

To help the client better structure their changing division, Acquis conducted over forty hours of interviews to baseline roles and responsibilities. In the process, the team helped establish guiding principles that would inform the division's vision and value proposition. Armed with a message for how value was being created, Acquis established a road show model to most effectively communicate the division's new vision.

In the process, Acquis:

- Balanced a need for internal division change with external client-facing change
- Partnered with leadership to drive forward high-impact projects and demonstrate immediate value for the division's internal clients
- Cataloged outstanding change issues and helped build a roadmap for completing the change
- Equipped the leadership team with a concise, impactful road show model to create partnerships with their internal clients centralized around a shared vision

Drive Change

- Acquis successfully organized **three marketing groups** around a shared process, and defined roles and responsibilities
- We established **a shared vision** for the marketing organization and incorporated it into an effective face-to-face communication strategy
- We identified multiple **process improvement** opportunities and clarified previously opaque operations

About Acquis

Acquis is a consulting firm specializing in strategy and implementation. We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

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