

## Case Study - How to find new opportunities for revenue and profit growth in a traditional and mature market

### Issues:

Margin pressures in some key, traditional, business sectors. Restructuring activity in the market highlighting an opportunity to grow the business. Some organic growth but opportunistic, not strategic, in approach. Little strategy process experience in parts of the Executive Team.

### Work with Cairnforth:

- Revision of total UK strategy and component parts with 5 Business Sector Managing Directors and their teams.
- Work carried out with leadership teams: facilitation, challenge and coaching by Cairnforth.
- Portfolio analysis of business segments resulting in re-organisation and restructuring to reflect more appropriately the market and company strategy.
- Growth by 20% targeted in clear priority areas.
- Construction of a new business incubator process to enable fast track of new strategic growth segments.

### Results:

- Clarity of differentiated offering and strategic priorities resulting in coordinated sales, marketing and business development approaches.
- Simplified structure aligned to markets providing greater accountability and faster decision making.
- Strategy on track for implementation and delivery.
- Ongoing separate process for continuous review / breakthrough thinking.