

Understanding a know-how business

The issues...

IT managers and professionals needed to understand the dynamics of their 'know-how' industry to improve the performance of the company.

Senior management wanted all project managers and professionals to see the impact they could have on the overall profitability of their group.

The solution...

A two-day programme was developed based on the business simulation Tango™ - managing a know-how company.

Managers focused on the projects that generated the highest revenues and were able to track

which projects are not profitable. This helped address the issue that in the past they had over-delivered on some projects and didn't get recognition for this added value from the client.

As a result, they have been able to leverage existing client relationships and generate additional business rather than each division selling their services separately to customers.

Managers have started to track their employee skillbase and match the business they are bidding for with their competence 'pool'. They are targeting the business they want to win and are identifying in advance the skills they need to resource the projects efficiently and effectively.

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