

**Industry: FMCG**

Client: Global Supply Chain and South East Asia and Australasia Region 2016-7

Team: Kit Jackson, Sarah Wicks

**What Was Needed**

The CEO of this multi-national consumer goods business had challenged the team to find an additional €2 billion in profitable revenue from the company’s already profitable growth engine. The new regional president had the challenge of aligning the highly successful country, category & functional heads around a new regional strategy which would leverage the strengths of the region to deliver significantly increased value from new ways of working. The issue was that the country heads did not perceive any benefit in acting as a region.

Having had experience of working with Strategy Together to align and engage the Global Supply Chain ELT on their strategy, he engaged Strategy Together to support him on this challenge.

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**What Happened**

Created a regional strategy that positioned the business to generate additional value from leveraging synergies across the countries

Established a regional governance approach to managing cross organisational initiatives more efficiently and effectively

Accelerated and enabled the implementation of new ways of working in the restructured organisation

Engaged the regional leadership team in an aligned, collaborative and constructive approach to managing strategic challenges and opportunities

Created an aligned approach to strategic planning across countries, categories and functions which represented freedom within a framework

**What We Did**

Engaged the Leadership Team in developing regional strategic priorities into a strategy map then agree key targets and initiatives to deliver the strategy.

Established strategic roles and facilitated strategic conversations at strategy review meetings to support collaboration and to improve and accelerate decision-making.

Cascaded the strategy management approach across the countries, categories and functions, coaching and providing expert advice to the Strategy Manager and Leadership Team.

*“We now have a regionally aligned new way of managing strategy which has enabled us to deliver on our ambitions.”*

***Pier Luigi Sigismondi, President, South East Asia & Australasia, Unilever***