

Successful Transformation Programs

Simon-Kucher experiences and insights

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www.simon-kucher.com

"Transformation Programs" – What are we talking about?

DEFINITION

Transformation Programs describe projects in which...

...a new pricing strategy, system or approach

...is embedded in an organization in a way that

...a holistic switch from old to new ways of working is required for the respective client/company.

Usually this embedding touches...

...a wide range of the company's organizational units (e.g. sales, R&D, controlling etc.) and also involves

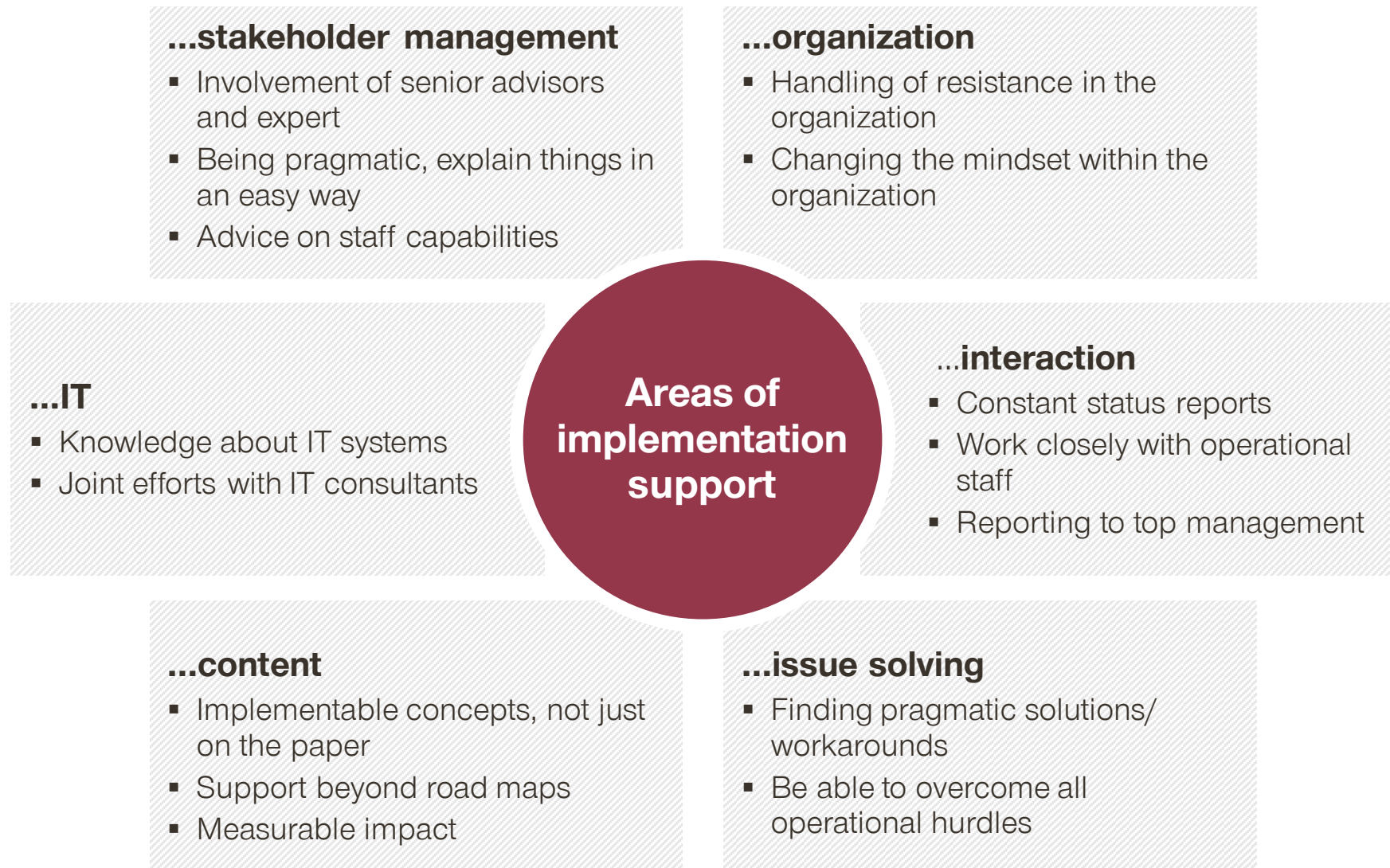
...processes, IT and incentive topics.

It is carried out on an **international level.**

Successfully transforming an organization requires implementation support in various areas

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Strategy & Marketing Consultants

CLIENT EXPECT SUPPORT IN...



From our experience:

10 key factors for successful transformation programs

1. **Set-up a thorough project management with clear activities and responsibilities**
2. **Manage stakeholders on all levels properly and systematically to ensure long term relationship**
3. **Tailor communication to different stakeholders**
4. **Be tough and rigorous to achieve change, but flexible enough to keep it implementable**
5. **Ensure involvement and back-up of top management**
6. **Understand IT implications early on and consider lead-times**
7. **Use targeted communication and trainings to achieve required mindset change**
8. **Ensure knowledge transfer**
9. **Define scope and clarify which tasks will be done by whom**
10. **Be persistent yet patient**

Photo: www.colourbox.de

Simon-Kucher is well positioned to successfully implement (pricing) transformation programs

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Why Simon-Kucher?



We are **down to earth** and do not have an "arrogant consulting attitude"



We have the right consulting style as we are **critical thinkers** and challenge our clients



Our consulting approach is **bottom up** as we work closely together with business units



We follow a **practical and pragmatic approach** in order to develop **implementable solutions**



We are **specialists rather than generalists** and we have deep market and pricing knowledge



We have **dedicated people** for dedicated topics (e.g. Digital Solutions for tool development)



We know implications for the client's services and processes including possible **operational pitfalls**



We **combine conceptual pricing and sales knowledge** with **executional skills**