

PROCESS IMPROVEMENT; ORGANIZATION TRANSFORMATION

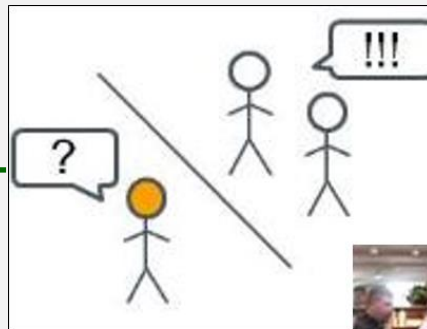
CONTEXT

A major California film studio faced marketing inefficiencies resulting from: siloed roles, frequently lost marketing collateral, and unclear processes that inhibited visibility into marketing spend.

My Role: process analyst and change agent.

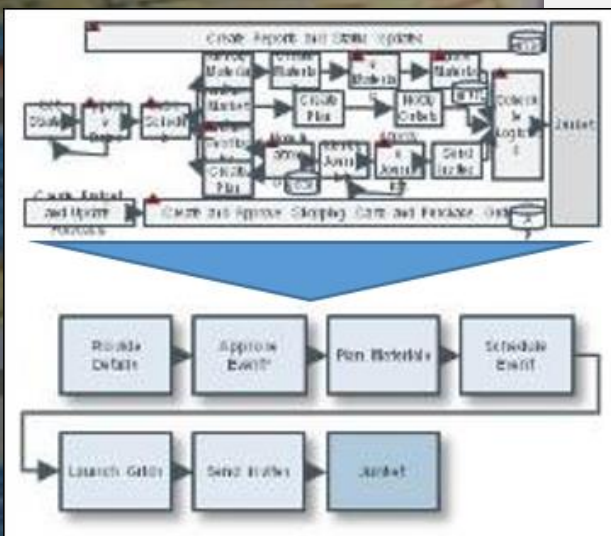
APPROACH

- Interviewed stakeholders, created current state process diagrams, performed gaps analysis and prioritization, road-mapped process improvements, and designed future-state
- Designed and facilitated workshops (involving associates to executives) to gain buy-in and design future state
- Prototyped and iterated processes for effectiveness, buy-in, and cost mitigation
- Facilitated organizational change, e.g. transformed resistant client executive into project champion



RESULTS

- Improved communication and collaboration; harmonized 47 processes into 5
- Clarified client's investment decision with roadmap of process improvement options/trade-offs
- Empowered associates with locus of control, leading to support for organizational change and embracing the future processes



STAKEHOLDER MANAGEMENT IS KEY

Developing your stakeholders into partners makes the project enjoyable and the solution sustainable!