

Ensuring Market Focus

Why?

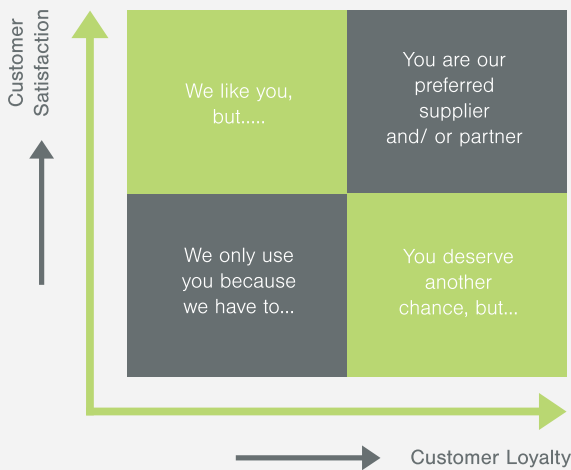
Organisations must remain market focused, even during a transformation process where the natural tendency is to look inwards. This requires clarity of your different customers groups, thorough understanding of what is important to each group and a focus throughout the organisation on how each individual team member directly and indirectly influences the customers' experience.

One of the key dilemmas of leaders is often how to keep business as usual running while preparing an organisation for change and implementing a transformation. This dilemma often centres around the customers e.g. 'How do we keep customers satisfied during this time of change and uncertainty for staff?' and 'How do we keep sales growing while transforming our business model?'

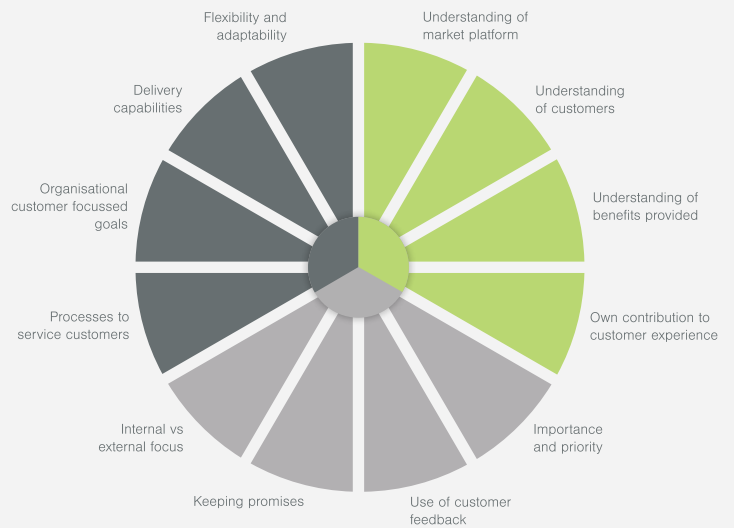
It is our experience that a strong market focus and drive creates co-operation across entities, enhances innovation and makes for stronger, shared ambitious goals.

Measuring market focus

When evaluating market focus, JBBi look at three aspects: (1) The customers' perceptions, (2) the organisation's customer orientation and (3) how the implementation programme ensures market focus throughout.



Customer Orientation



Ensuring market focus during change

When JBBi help organisations through change programmes we find that it is critical to keep in constant focus how the customers will benefit from the changes.

We will challenge the executive team to keep customers at the centre of conversations, and act as role models and champions of the customer both in the short-term of delivering day-to-day and in the long-term of transforming the proposition to the customer.