



The Art & Science of Revamping Your Sub-Organization

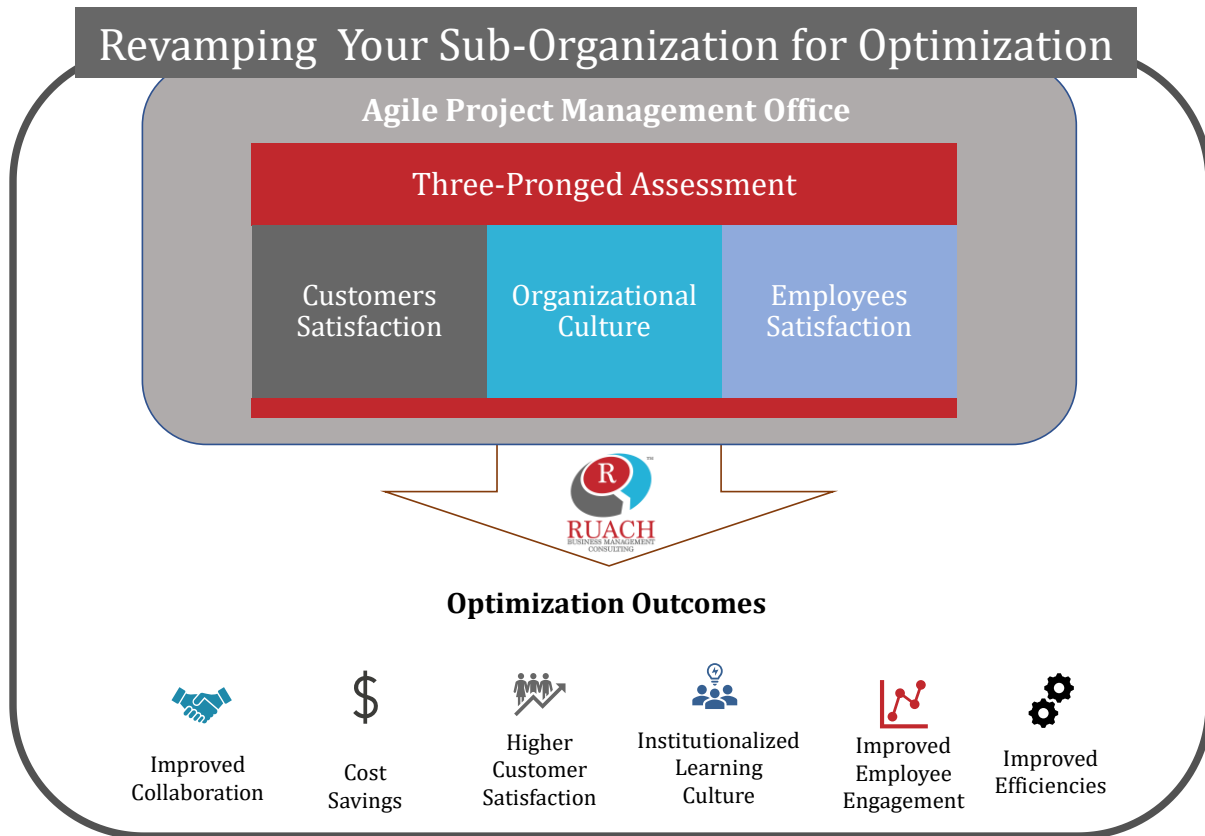
As your organization keeps growing, do you periodically revamp your sub-organizations to optimize them so you can improve the quality of your deliverables, customer service, productivity and/or your overall efficiency? One of the largest employers in the US closed hundreds of its stores in the US and Canada after noticing that they were performing poorly. They opted to improve their online presence by offering a vast array of products that are of high quality and affordable to beat up their competitors. Extreme measure to remain competitive? Maybe. Could they have avoided that by revamping their sub-organization(s) earlier? Revamping your sub-organization is both an art and a science and here, we propose an approach for accomplishing that in your environment with a few nuggets for consideration.

Employing a sound and intentional approach is key to revamping your sub-organization.

A three-pronged assessment linking customer satisfaction, organizational culture and employee satisfaction is foundational for uncovering the root of various areas that need to be revamped or transformed. The science is to identify the areas that would produce the most benefit to your customers and employees while transforming your culture. Once identified, those areas can be prioritized based on your goals and objectives. We suggest strategically tackling them by instituting an agile project management office with clearly defined outcomes. The art is to develop “organizational patience” to continue tackling those areas with continuous improvement while achieving results.



Revamping Your Sub-Organization for Optimization



Three-pronged Assessment:

Customers Satisfaction Assessment:

Most organizations worry about how they are perceived by their clients and they know that in business, image is everything. In fact, in the article “Customer Service and Satisfaction Statistics for 2019” posted on Customerthermometer.com revealed that a “moderate improvement in CX would impact the revenue of a typical \$1 billion company an average of \$775 million over three years.” This is a huge impact on the financial health of any organization. Thus, organizations should do more than relying on their brand name to

Customer satisfaction is important in both private and public sectors. According to the President’s Management Agenda, “Federal Customers deserve an experience that compares to -or exceeds-that of leading private sector organizations”.



retain customers. They should know that customers today have different expectations of customer service based on their age, social class, profession, and culture. Those expectations are not static as they change with time. The same article noted that according to Microsoft “67% of people” in the world “believe that customer service as a whole is improving,” and that “96% of consumers say customer service is an important factor in their choice of loyalty to a brand.”

Ask yourself the following:

- What is the percentage of customer satisfaction in your organization?
- Do you know how you are perceived by them?
- Is there anything that you would like to improve to have a better customer loyalty?
- How do you fare compared to your competitors?

Ruach™ Business Management Consulting can help you evaluate and optimize your sub-organizations to improve your customer experience and satisfaction.

Employees Satisfaction Assessment:

Organizations, in general, spend a lot of money to market, attract, and satisfy their clients but forget the most important element to their success--*their resources*. It is ironic that they spend time to listen to the needs and requirements of their clients because they want to keep them happy but may neglect their staff or “*first clients*.” Few organizations spend the time to survey their employees and implement their suggestions. They do not understand that when employees do not feel appreciated, they have low motivation, low performance, and low productivity. Considering the fact that teams are the one who have direct contact with customers whether in person or online, would it not make sense to make them happy first before making the customers happy? Enthusiasm and passion cannot be faked. When your employees feel respected and valued, they are more engaged, they work with passion and are willing to go the extra miles for your customers. In brief, happy employees translate to low turnover, high performance and productivity and a better customer experience.

Consider the following:

- Are you curious about what your staff says about your organization?
- What is your turnover rate?
- Do you have a true pulse on your employee’s satisfaction?

Remember that in this global market there is no such a thing as an “established” business. Ruach™ Business Management Consulting will help your organization brand itself inside out by achieving a balance between customer satisfaction and employee satisfaction without compromising your quest for increased revenue.



Organizational Culture Assessment:

Competition in this global market is getting fiercer every year and even “giants” are being disrupted by smaller companies that promote innovation and friendly culture as their motto. A third party like Ruach™ Business Management Consulting can help you regain that image, reputation, or productivity that you have lost or want to improve by evaluating your business. We will first assess learning and development in your organization and instill a culture of continuous learning. No organization today can succeed without innovation and there cannot be innovation if there is no learning. Therefore, we will encourage a top-down approach. Why is that approach necessary? Management needs to understand that it is important not only to preach learning, but to actually give all a chance to continuously learn, especially to learn from mistakes. Once that battle is won, your organization will stop resisting change and learn to quickly adapt to market trends.

The following are challenging questions to ponder:

- Does your organization want to be more effective or stagnate?
- No one wants to be the last, but do you really believe in continuous improvement or do you live in denial or self-idolization?

Once the three-pronged assessment is completed, it is important to spend the time to not only look at the results in silos to compartmentalize the solution by offering targeted remedies; but it is just as important to analyze the linkages so that comprehensive solutions can be crafted. Ruach™ Business Management Consulting can help you get to the science behind what the data is telling you by designing strategies with underlying models that reach different aspects of your organization.



The Importance of an Agile Project Management Office:

No matter the size of your organization, Ruach™ Business Management Consulting can

The Project Management Institute states that “the key attributes of an agile PMO are:

- to quickly respond to change in order to retain focus on outcome and benefits in a turbulent economy;
- to balance flexibility and stability; and
- to track and monitor project performances based on agile metrics.

Agile practitioners encourage project teams to continually revalidate their activities and efficiently respond to change, as opposing to executing a pre-set longer-term plan.”

help you build an Agile Project Management Office (APMO) to set standards and frameworks that integrate an iterative approach to planning and guiding your projects so that they align with your strategic goals. Are you resisting the idea because of budget constraints or because you think that it is a waste of time? In order for organizations to run efficiently, processes, policies, procedures must be standardized, implemented, and enforced. Have you ever handled multiple projects and wondered which one is a priority? Do you know of any teams in the past has done something similar? What was the outcome? The APMO will establish and review Organizational Process Assets (OPAs) to help management and project teams improve their processes, learn, and share best practices. Why should you re-invent the wheel, or waste time or resources? The APMO can determine the type of repository that teams need to use to store their projects so that the information will not be lost

should a team member leaves the organization.

Keeping your Pulse on Culture inside the APMO:

Another important benefit that you should consider is instilling a flexible and fun culture for your employees. Do keep in mind that what is fun for a baby boomer may not apply to a Generation X, a Millennial, or Gen Z. Ruach™ Business Management Consulting can help you survey your cross-generational staff and come up with some common grounds. Too much efforts and money are wasted by employee turnover. Running an efficient APMO will improve employee morale by introducing and establishing events that will create a friendly and dialog-prone atmosphere. When your staff start viewing their workplace as the place to be and have fun instead of an atmosphere of stress, you will have less absenteeism, less turnover, and more productivity. What types of incentives do you have in place to boost



your employee morale or productivity? Are you reviewing them to measure their effectiveness? Do you want to be among the top-performing organizations? Ruach™ Business Management Consulting can design a step-by-step plan to build the flexible and fun environment that you desire as well as increase your profitability.

Encouraging and Building up your Workforce through Training inside the APMO:

To foster learning, Ruach™ Business Management Consulting can assist in designing your learning development programs based on your priorities to fit the established APMO and ultimately your strategic goals. To adapt to all learning styles, it would be better to offer a mixture of programs such as self-learning via computer-based training, train-the-trainer to give the instructors the needed knowledge to teach others and mentoring to guide junior employees, to name a few. Needless to say, that organizations must align their learning and development with the vision and goals of the APMO without neglecting the needs for career advancement of their staff. Employees are more eager to learn when they see that it would not impede them from accomplishing their task and help them step to higher position.

Comparing Results Against Goals within the APMO

You have implemented all the plans for training, for improving all your business processes, what is the next? Successful organizations commit themselves to evaluating their strategies in an agile fashion. Whether that evaluation is done by an external or internal auditor, it is recommended to compare your outcomes against your original plan regularly. Organizations need to take the time to pause and reflect. That comparison will not only help you review your progress but also change your strategies and efficiently adapt to changes along the way. Upon evaluation, it is important to course correct immediately and devise strategies that are more agile in nature even if the iteration of those are done on a larger scale at first while constantly looking to refine them.

Some samples questions that you should ask yourself to measure your progress are:

- What are your Key Performance Indicators and are they providing a true picture?
- Did you deviate from the plan? If, yes, why and what can you change to make it better next time?
- What are the lessons learned?
- Are you storing and using your lessons learned or only putting them on the shelf to satisfy your company's policy?
- What are you using as benchmarks, and are they still applicable?
- How are you faring compared to your competitors?
- What are the processes or practices that you can learn from your competitors?



Optimization Outcomes

It may be overwhelming to run your organization while effectively evaluating it. Ruach™ Business Management Consulting understands that you want the maximum outcomes without breaking your bank account. As your consultant and business partner, we strive to make you profit from some of our sub-organization optimization strategies which will produce the following outcomes in any order:

- **Improved Collaboration:** Establishing an APMO that considers the culture of your organization and builds up your employee's knowledge base will foster an atmosphere of collaboration, which will benefit your organization.
- **Cost-Saving:** By analyzing all your organizational process assets, Ruach™ Business Management Consulting will help you save money by streamlining your processes and avoid duplicated efforts and waste. OPAs are keys to project success and keep growing as the organization becomes larger. They constitute your knowledge base and can be designed to fit the needs of your corporation.
- **Higher Customer Satisfaction:** Satisfied employees, and a culture of collaboration and productivity that is transparent with its customers, increases customer satisfaction. The customer focused approach ultimately makes them feel heard and understood. Ruach™ Business Management Consulting can help tailor a customer focus strategy within your APMO.
- **Institutionalized Learning:** Ruach™ Business Management Consulting through the integration of the APMO can help develop and institutionalize a learning culture and measure the impact of learning initiatives on organizational goals.
- **Improved Employee Engagement:** Satisfied employees, who feel their value based on customer's response to their hard work and who are given opportunities for growth are simply more engaged. Bring us in to strategize with you on ways to keep your employees engaged.
- **Improved Efficiency:** If some of your processes no longer fit your organization goals, Ruach™ Business Management Consulting can help you identify them and replace them with those that are more productive. We can schedule a periodic review or train your team to perform their own monitoring and review.

Are you optimizing your sub-organization? What are the outcomes and are you satisfied with them? Are you planning to outsource or partner with another business to remain competitive? [Call us](#) and let us start a conversation that will enable you to achieve success.