

Company	Focus
Mobile Operator	Team Development

## Developing team strategy, identity and vision

### Business aims

- The Market intelligence team at this mobile operator wished to make greater traction in the business and develop its role from a support function to one that could drive decision making from customer insight

### Key steps

- Full review of team's tools, deliverables and processes
- Interviews with the company's board and directors
- Action planning session with the Marketing Intelligence team and Marketing VP

### Business outcome...

- We developed a team strategy, identity and vision supported by a 2 year action plan with initiatives to help the team meet their objectives
- We also equipped the team with new processes, a project portfolio roadmap and a suite of new communications tools which were immediately introduced



*“It was great having access to your best practices and getting confirmation of what we should be doing. I continuously refer back to the document you produced and it’s a ‘must read’ for all new staff”*