

Organizational Architecture: Strategy

PRESENTED BY:

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Meet Your Presenter

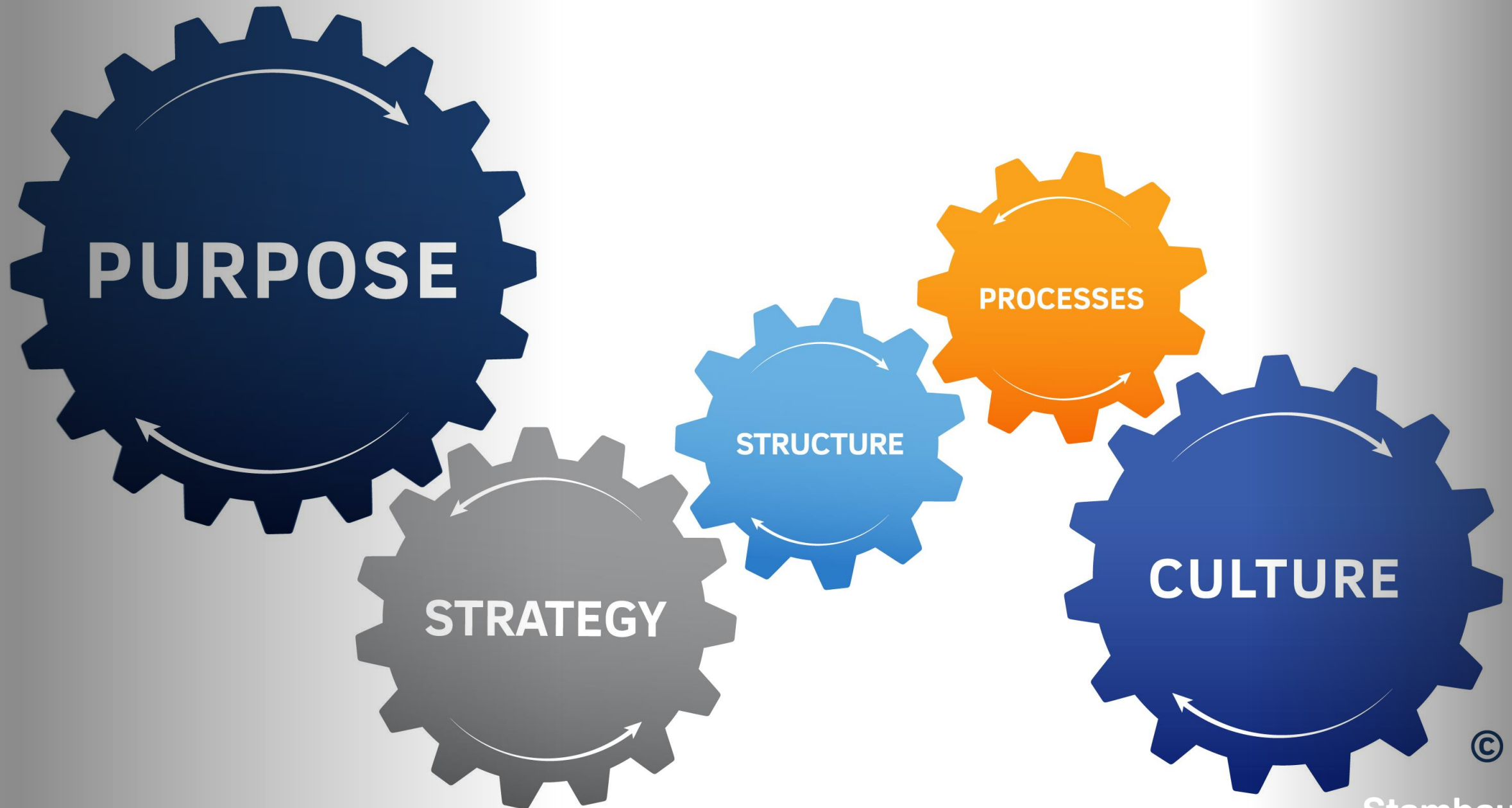


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Agenda

- Learn how to identify the strengths of your business
- Develop strategies that align with your strengths
- Brainstorm ideas to integrate strategy with culture



Organizational Architecture Journey



Organizational Architecture:
Purpose - Stambaugh Ness



Organizational Architecture:
Culture - Stambaugh Ness

Purpose

The impact an organization wants to have, and on whom

“it articulates *WHY an organization exists, what problems it is here to solve* and *who it wants to be* to each human it touches through its work” - Deloitte

Poll Question #1

Who facilitates your strategic planning?

- We handle internally
- An outside expert helps us
- None





Avoid repeating the past



A strategy with a meaningful impact

Poll Question #2

How far out do you plan?

- 1-2 years
- 3-5 years
- 5+ years



Strategy

How an organization chooses to provide value to the community it serves

- Is the value you provide clearly known?
- Is the community you serve clearly identified?

Strategy (cont.)

Maximizes value to the organization by meeting your internal standards for performance

- What value is the organization looking to achieve?
- Are your internal standards for performance identified and understood?

Porter's Generic Strategies



Core Competencies

“set of capabilities that leverage organizational experience and individual employee skills to accomplish outcomes that produce value for both customers and the organization”

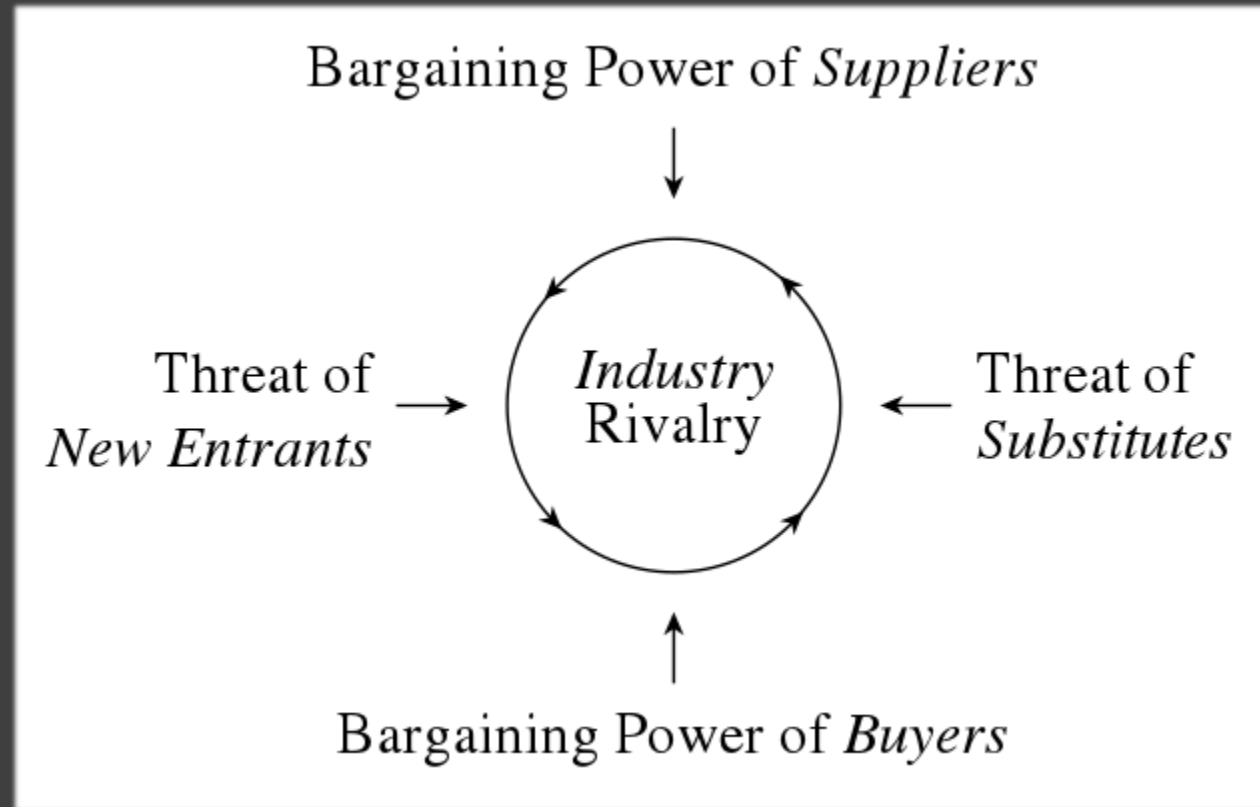
Core Competencies

- Are your organizational strengths tailored to customer preferences?
- Do you know what your organization's strengths are?
 - What does your team do well?
 - What efficiencies have you created?
 - Do you leverage technology in a unique way?
- What are your core services or products?
 - Those that you do consistently and really well
 - Best, most profitable work

Market

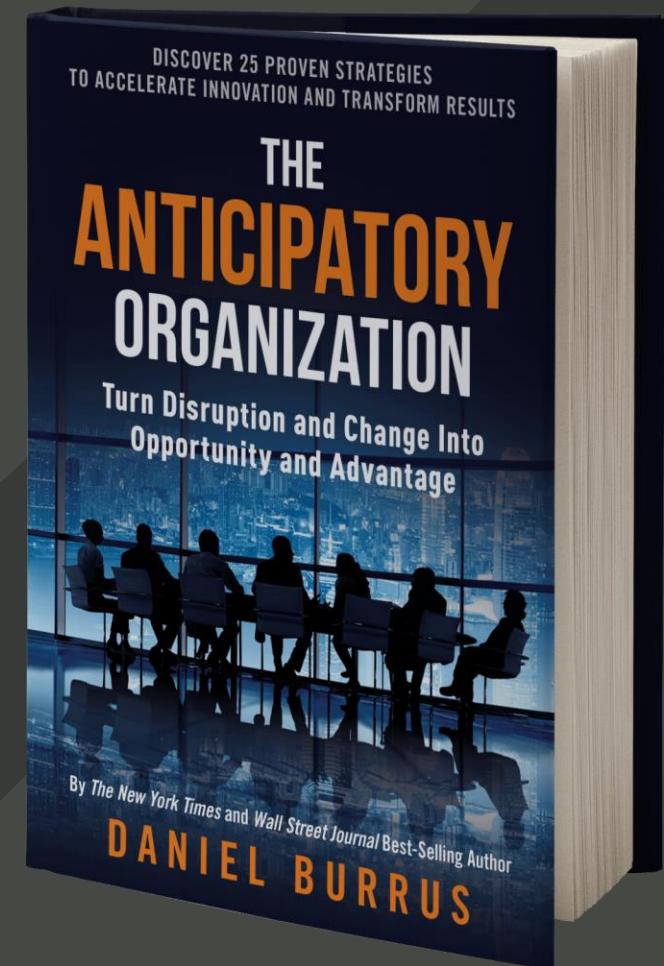
- Who values the service or product you provide?
- Does your service or product align with the future desires of your customers?
- Are the social/emotional needs of your customers being met?
- Will your customers continue to invest their money, time and energy into using your service or products?

Porter's Five Forces



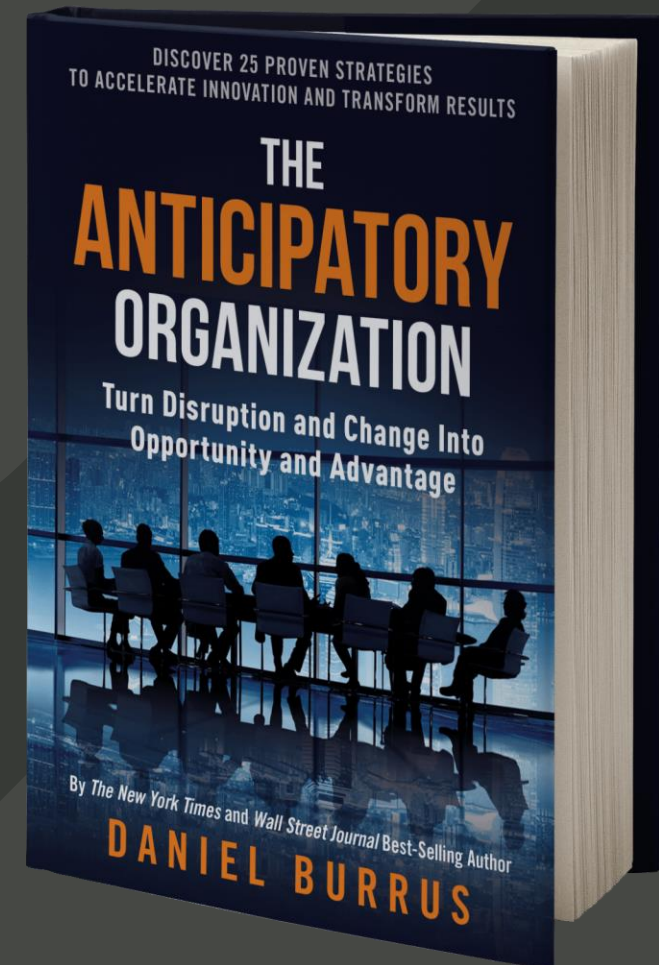
Anticipatory Thinking

- Know what's next
- Develop Opportunities
- Shape the Future
- Accelerate Success

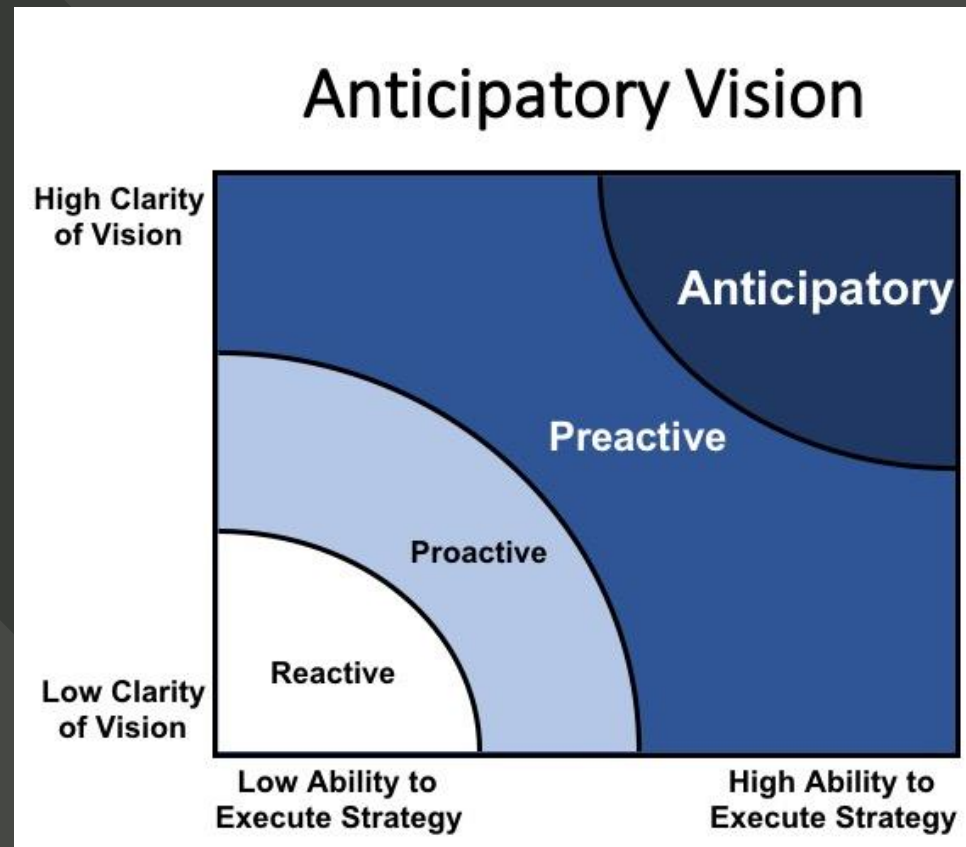


Know What's Next

- Demographics
- Technology
- Regulation



Anticipatory Thinking



Poll Question #3

Is your leadership team aligned with the future direction of the firm?

- Yes
- No
- Unsure



Reinvestment

- Employee growth and development
- Employee Retention
- Product/Service enhancements
- Growth Strategy

Culture

“The culture of a company is the sum of the behaviors of all its people” – *Michael Kouly*

- *Core Values*
- *Intrinsic Motivation*

Leadership

- Ability to be anticipatory and thinking strategically
- Ability to handle and lead through change
- Ability to mentor/coach
- Ability to collaborate and communicate

Questions?

Where do I start?



Contact

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Thank You!

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