



# GLOBAL BUSINESS TRANSFORMATION

## \$10B+ INCREMENTAL EBITDA

### OPPORTUNITY

A Fortune 100 organization was challenged to reinvent how it works in order to compete with projected industry disruption. The Executive Leadership Team set a goal to transform all core and supporting functions in parallel with scope including business culture, processes, and technology improvements.



### OBJECTIVE

Develop change stories to support adoption; identify newly desired behaviors indicative of the new culture desired; create a culture of problem solving from the front-line up; leverage opportunities for improved customer and employee experiences; develop problem-solving bench strength of future leaders; develop and implement multi-year roadmap generating \$5B+ EBITDA.



### SOLUTION

CGC's expert implemented a leverage model starting with refinement of mission, vision, and values; incorporation of a global linked and cascading strategy map/balanced scorecard (including KPIs and Key Behavior Indicators); implemented a function Champion model; onboarded expert practitioners for program execution and capability building; comprehensive change management strategy including local project success proof points; etc.

### RESULT

Established and secure support of Executive Steering Committee in less than 30-days; stood up governance and reporting structure in less than 6- months; embedded 60+ process engineers across all global functions in the first year; established RoB (rhythm of the business) cadence for enterprise performance management; changed culture via KBIs; delivered over \$10B in incremental EBITDA.

