



A Strategy for Investment

The Challenge

As a technology company, developing hardware and software solutions for the contact centre industry, attracting R&D funding was a constant challenge for the directors. They also faced the perennial challenge of creating the right product to meet the needs of the industry at any given time, as well as selling to that market.

The Eriskay Approach

By working through the process of Making Strategy, the Directors were quickly able to identify the most potent issues affecting the business and focus on dealing with the critical priorities for growth. Moreover, by exploring the alignment of the companies goals and competencies, they were quickly able to identify critical gaps in their capabilities that were holding back the development of the business.

Working with the Eriskay team, the directors were able to use causal mapping software to develop a powerful visual business model, that represented their shared vision for the future of the business. This was converted into a series of strategic statements and goals, creating a simple system of management to help the directors realise their business vision.

Outcome

Since the intervention, Consensus has secured substantial funding through a number of sources including Regional Selective Assistance. Furthermore, a much stronger alignment between the product and the customer needs has created substantially higher levels of business from key accounts.

“This process confirmed many of the things we thought might be true about our business. This meant that instead of thinking about what we should do we could spend our time making it happen. This has allowed us to increase our rate of growth and win more business.”

Ross Duke, MD, Consensus Systems

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