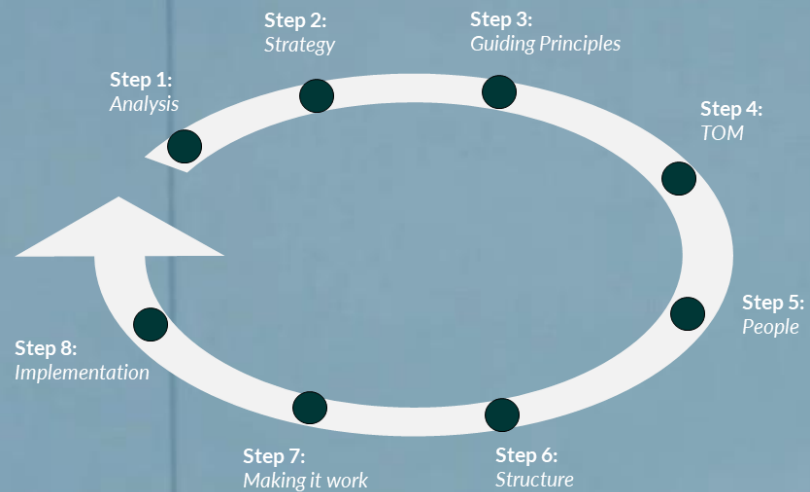


THE ESSENTIAL GUIDE TO ORGANISATION DESIGN



Campbell Macpherson

Author of 2018 Business Book of the Year

www.changeandstrategy.com

Setting your organisation up for success



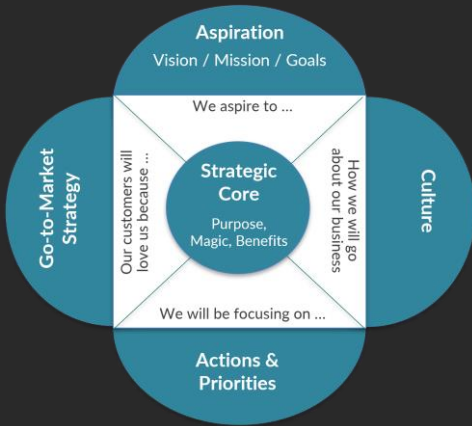
Having endured wave upon wave of uncertainty and disruption since early 2020, which shows no signs of slowing down, business leaders have been turning their attention to ensuring their organisations are streamlined and ready for future success.

But cutting costs is the easy bit.

Designing an organisation that is capable of delivering your strategy is far more challenging - but business-critical.

CEOs, CFOs and HRDs are asking themselves:

- “What does success look like?”
- “What will our organisation need to look like to deliver that success?”
- “What key skills, roles, talent and culture will we need to soar?”
- “What are the secrets to successful and sustainable organisation design?”



Organisation Design starts with strategy



Organisation Design is so much more than structure. It starts with clarifying the organisation's strategy and then designing every aspect of the organisation to make sure it is capable of delivering the required results.



Key Success Factors

Aligned Leadership

Genuine Stakeholder Commitment

Effective Communications

Fundamental questions for every stage



1. Clarity of what success looks like and why we are doing this.
2. Clarity of the strategic core: why we exist, for whom, what makes us special, so what are the benefits we are delivering to each key stakeholder?
3. Objective & honest assessment of market opportunities and internal strengths & weaknesses.
4. Full understanding of the implications of the planned re-organisation and the 'magic' that needs to be retained.
5. Unwavering commitment from the top to deliver the business outcomes required.
6. Involvement and engagement of all key individuals as early as possible in the process.
7. Clear, reliable data upon which to base decisions
8. Not being afraid to back-track to early stages of the process when necessary.
9. Shared acknowledgement that no structure is perfect – select from several options with pros and cons of each.
10. Be prepared to compromise on structure - fully aware of why compromise is necessary and the implications.
11. The behaviour of the Senior Management Team:
 - Cabinet responsibility and genuine trust in one another
 - Leaders putting the best interests of the company ahead of their own personal interest
 - Strong collective desire to make any structure work
12. Clear execution and communications plans – well executed

CHANGE :: STRATEGY

changeandstrategy.com

[ABOUT](#) [ADVISORY](#) [SPEAKER](#) [BOOKS](#) [VIDEOS](#) [PRESS](#) [NEWSLETTER/BLOG](#) [DOWNLOADS](#) [CONTACT](#) ▾



TRANSFORMATION

Change is inevitable. Successful change isn't.

Enabling leaders worldwide to build extraordinary leadership teams and create highly successful leaders of change – starting with themselves.

Change leadership: leading change, leading with influence, extraordinary leadership teams.

"If you are not leading change, you are not leading anything. You are simply watching the status quo unravel."

e: campbell@changeandstrategy.com