

CASE STUDY

Enhancing Strategic Direction for a Design-led Data Science Company

OBJECTIVES

A design-led data science company faced significant challenges due to a lack of long-term strategy, mission, and vision. This absence hindered goal setting, decision-making, and resource allocation, leading to difficulties in stakeholder alignment, employee engagement, and market positioning. To address these issues, the company aimed to: clarify its mission aligning with founders' aspirations, develop a 2025 vision, communicate core strengths and market position, define its operating model to support this vision, enhance organizational structure and capabilities for market approach, and create a 3-year roadmap for strategic changes and outcomes. These measures were essential for improving performance and establishing a clear direction for future growth.

SOLUTION

Navikenz implemented a structured program to guide the company's strategic development. The program began with discussions with founders and select internal participants to outline the approach. A comprehensive diagnosis phase followed, involving surveys, market trend analysis, financial review, and customer interviews with company leadership participation. Collaboratively, Navikenz and client leadership developed a document detailing the organization's mission, vision, core strengths, product positioning, target customers, and strategic choices. The final phase produced a dynamic document, outlining a structured plan and a 3-year roadmap. This plan included specific goals for each business function aligned with the overarching strategy, directly influencing the key responsibility areas and objectives of business function owners.

SOLUTION AT A GLANCE

- Setting the Stage
- Diagnosis and Data Collection
- Articulation of Mission, Vision, and Strategy
- Structure and 3-Year Plan



“Navikenz's proficiency in strategy consulting and their collaborative methodology enabled the client organization to articulate a sharp vision and strategic direction for the next three years.”