

CASE STUDY

# CREATING SOLUTIONS TO ACCELERATE DATA GATHERING

CONSULTING

M&A

**JOURNEY**

by New Orchard

2021

# Context

In the consulting industry, there is a lot of time spent sifting through subjective data before it winds up in Excel as an email attachment. An advisory firm came to us in a time when consulting and strategic software was an entirely new category for the use of their first strategic management platform.

Their biggest need was to productize their processes in order to increase evaluation efficiencies and demonstrate impact for investors.

# What We Did

Their Journey platform enabled teams to:

- Create clear and detailed plans for implementing strategy
- Prove analyst value using more than historical KPI's
- Watch and track the impact of implemented strategy across businesses
- Rely on clear accountability structures
- Automatically generate necessary reports

# Impact

By focusing first on providing a scalable way to gather the data which is toughest to get – we were able to cut processes that usually take weeks down to a matter of hours. Journey allows clients to complete assessments and update progress at any time, from anywhere, creating visibility for each advisor within the firm and demonstration to those who need it.

# Challenge

Increase efficiency  
and scalability in their  
processes



We needed to deliver a  
solution that could:

- Diagnose the needs of a business
- Map the need to the appropriate advisor
- Ensure the same standard of high-quality care for all advisor relationships
- Monitor the advisor's impact over the life of the contract
- Demonstrate firm-wide impact for all advisors and clients at any given time

# Solution Priorities

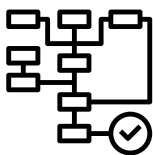
## Strategic Management for 100+ Advisors

This particular advisory firm provides access to executive-level services with a bench of over 100 specialized executives in a wide variety of industries and experience types, which told us they would need a solution to monitor multiple implemented strategies at a time across the firm.



### Evaluation

Accelerate gathering of subjective data to identify opportunities quicker and map them to the right analyst.



### Strategic Integrity

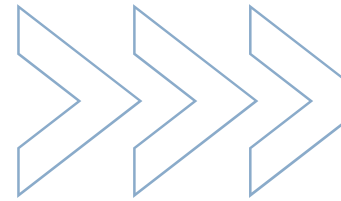
Create a standard for business leaders and analysts to measure against, ensuring integrity within each engagement.



### Proving & Demonstrating Impact

Create accountability structures across teams and tie impact back to each analyst and initiative.

# Step 1



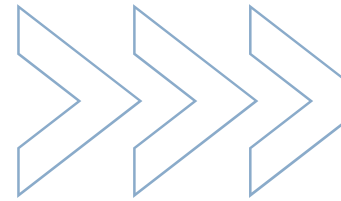
## Evaluation

While the relational aspect is key, especially in developing mutual trust between the two parties, the firm's ability to understand the inner workings of a prospect was too subjective and dependent on insights gained from limited access to leadership.

Identifying the cultural and relational state of the prospect was difficult and took months of regular interaction to uncover, making it difficult to decipher which advisors would be the best fit for the business.

Need	Solution	Outcome
Quick, clear insights on a client's internal dynamics, pains, and goals.	Accelerate the data gathering process with scalable evaluations and a landing page to easily view a wide range of respondents.	Ability to map an advisor to the correct client according to their strengths.

# Step 2



## Strategic Integrity

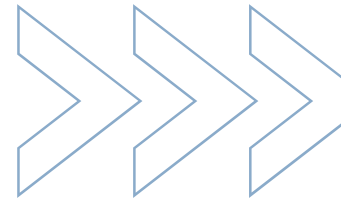
Similarly to assessing the current state, the ability to integrate each of these factors into a successful strategic plan is a difficult skill to scale.

This part of the strategic process is also particularly susceptible to bias, which introduces an opportunity for the business to lose trust in the advisor's ability to objectively deliver a strategic plan that meets its needs.

Quality of a strategic plan is also something that can vary from advisor to advisor - once again influenced by the individual's experience, skills, and perspective. All advisory firms need to be able to ensure a high standard of quality for all engagements, while still allowing room for expertise and experience.

Need	Solution	Outcome
Strategic integrity across consulting engagements and acquisitions alike.	Completed a Business 360 evaluation with leadership team to provide a complete current state report.	A company-wide, accessible business standard for analysts to measure against and design implementations accordingly.

# Step 3

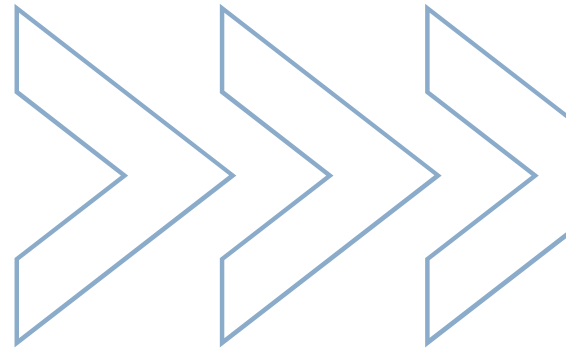


## Proving and Demonstrating Impact

Once a strategic plan has been created, each advisor has his or her own approach to assigning accountability and tracking both implementation and success over time. This made it difficult to track and measure the total impact of each advisor, as well as the firm's impact as a whole.

Monitoring long-term strategic impact proves difficult with only historical output metrics, such as KPIs or financial growth data. These metrics can be impacted by a number of different internal and external variables, making it a challenge to track and demonstrate impact to correlated implementations.

Need	Solution	Outcome
Streamlined reporting from analyst to leadership according to growth goals.	Unlock reporting enhancement features and designate access to necessary parties.	Automatic, cloud-based reporting demonstrating the impact of each analyst and strategic initiative.



**Advisory firms walk a fine line between what a business believes it wants or is capable of, and what the business can actually sustain.**

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A strategic plan is only as good as: (1) the data it is built from; (2) its ability to be implemented.

## RESULTS

The Journey Platform enabled the firm to:

- Create clear and detailed plans for implementing strategy
- Prove their value using more than historical KPI's
- Watch and track the impact of implemented strategy across their businesses
- Rely on clear accountability structures
- Automatically generate necessary reports

**JOURNEY** gave our client the flexibility, demonstration, and scalability they needed to amplify methodologies they spent years refining.

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# Next Steps

Now that scalable solutions are available

## Here's how Journey can help



### 01 Start with a Business 360 of your own

A three-phase process facilitated by New Orchard, collecting the data leaders need to make their next big decision including: alignment, change capacity and operational maturity.

### 02 Brief your teams on the results

Once leadership has a clear picture of its current team alignment, capacity for change and operational maturity, it is time to bring additional departments into the fold.

### 03 Customize your platform

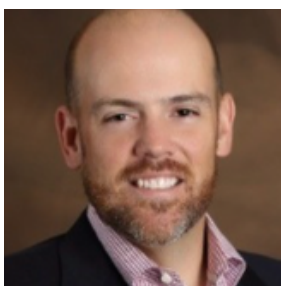
Now that the business has a current state analysis and teams are aligned, the organization is ready to design its growth strategy accordingly with tools that support incremental growth and demonstrate impact quickly.

TALK TO A NEW ORCHARD EXPERT TODAY



*"Journey has been instrumental in taking our existing IP and accelerating the growth by which we help other businesses grow. It serves as a platform that allows us to grow other businesses consistently, easily, and the timeline we're able to deliver was much shorter than I would have been able to get anywhere else."*

*— Charelle Lans, Vision Strategy Management*



*Rusty Goodsell*

## **CONTACT US**

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