

CASE STUDY (Wireless WAN Managed Service Provider)

INDUSTRY

Wireless

AUXILIC SERVICES

VSEM Workshop (Vision-Strategy-Execution-Metrics)



Nationwide Wireless WAN Managed Service Provider needed a framework to determine, align, communicate, and pragmatically execute their vision for the company.

Vision – Strategy –
Execution - Metrics
Workshop
(VSEM)



CASE STUDY

As a leading Nationwide Wireless WAN Managed Service Provider, the company recognized the necessity for a robust framework that would enable them to effectively identify, synchronize, articulate, and implement a strategic vision that would propel their business forward. This case study explores the journey of establishing a clear roadmap that not only aligns with their corporate objectives but also ensures pragmatic execution and measurement while fostering an environment of efficiency, scalability, and enhanced customer satisfaction.



CHALLENGES

- Resource constraints which made it difficult to allocate the necessary time, money, and personnel to build a comprehensive framework for success
- Hesitancy to work with a generic strategy or marketing agency with little experience in their vertical space
- Alignment and clarity were needed throughout the organization
- Translating a vision to strategies that are executable and measurable was a challenge
- Establishing metrics for success and holding individuals accountable for their roles in the execution

SOLUTION

- Two-day workshop with key departmental leaders
- VSEM framework deliverable and instructions on how to propagate and gain understanding throughout the organization
- Company-wide collateral with education and communications plan established
- Follow-up schedule and feedback mechanism to trickle down framework so all employees know their role in helping to accomplish the vision. Becomes part of annual reviews.

“The VSEM workshop simplifies communication, removing clutter and confusion, thus enabling a shared commitment to defined goals.”

CEO-Wireless WAN Managed Service Provider

BENEFITS

Strategic Clarity: Provided a clear and structured approach to defining the company's vision and the strategies to achieve it.

Enhanced Collaboration: By using a common language and process, VSEM promotes collaboration across different departments and levels within the organization.

Improved Execution: The framework helps in outlining the specific actions and initiatives that support the strategy, leading to better execution.

Accountability: VSEM establishes clear metrics and accountability, ensuring that everyone knows their role.

Consistency: Drives the company through consistency, allowing employees to work with confidence and leadership to promote strategic collaboration.

Operational Efficiency: Good strategy deployment, as facilitated by VSEM, lead to efficient operations at all levels within the company.

Focused Resource Allocation: Helped to outline where resources will be used, ensuring that investments are made strategically.

Measurable Outcomes: By acknowledging results and detailing who is accountable, VSEM keeps the team on track with measurable outcomes.

COMPLEMENTARY SOLUTIONS

The following are complimentary services to the VSEM Workshop.

- Quarterly VSEM Follow-up
- Auxilic Ai Video Storytelling
- Auxilic Customer Journey Mapping
- Client Case Study Development

