

Build Mastery: The 7 Components of Business Transition Success



Tina Nazier, MBA, CPC, CCM

National Construction and Real Estate Strategy Leader

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WIPFLI

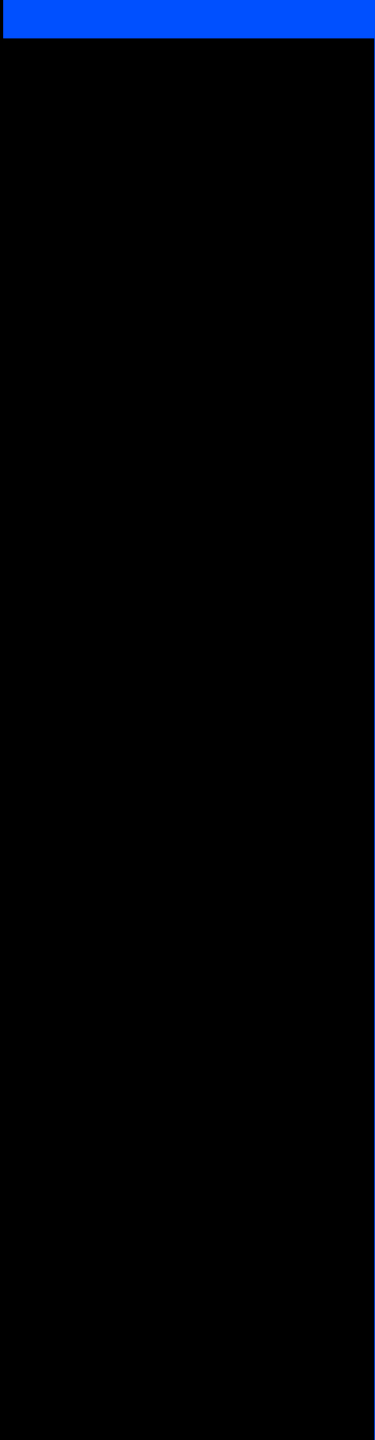
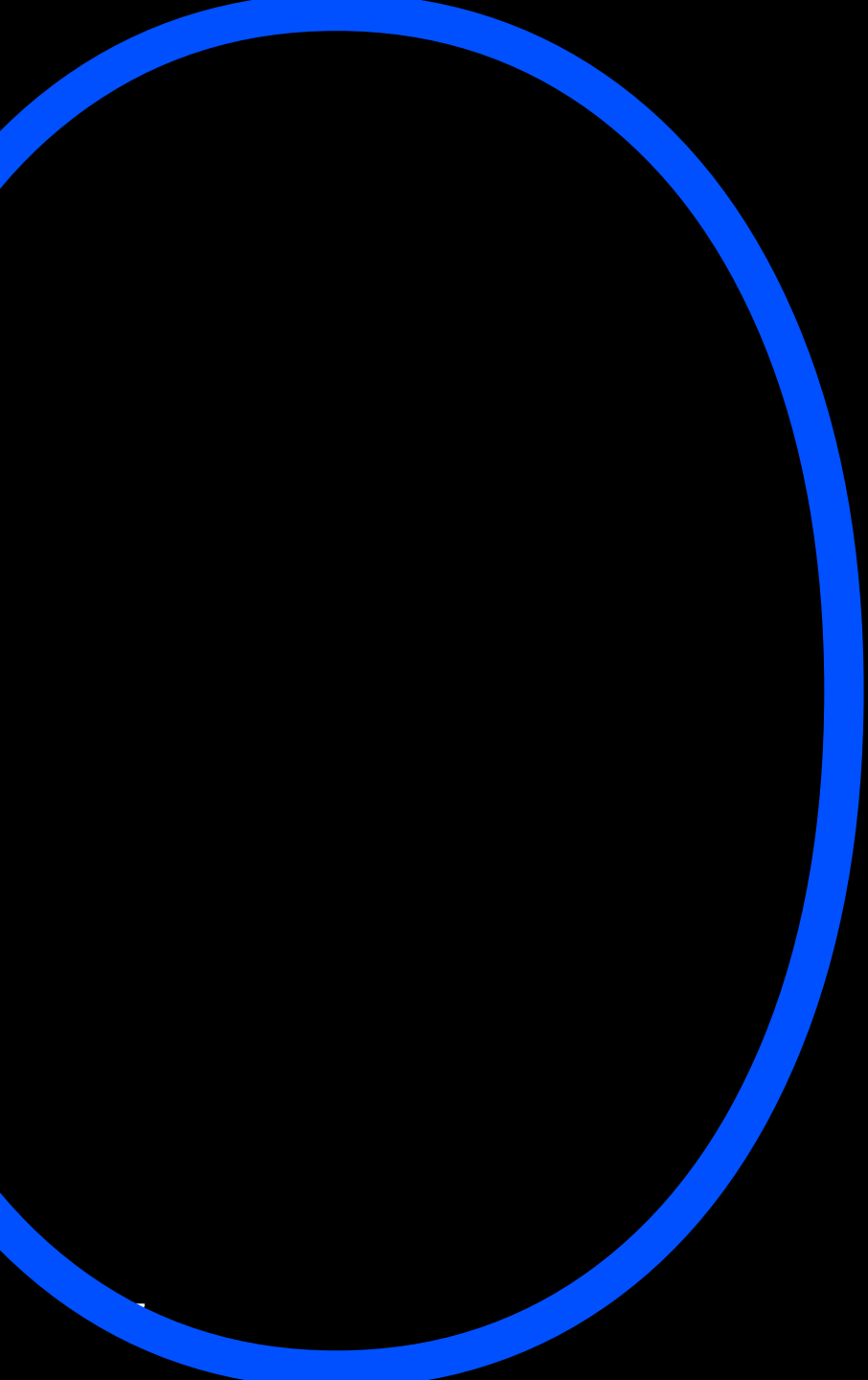
Overview

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Understanding prime

Prime

A place of optimized performance and organizational health



When you experience prime

Prime (noun): A state or time of greatest strength, vigor or success

Your organization is more:

- Viable
- Stable
- Sustainable
- Profitable
- Valuable
- Resilient
- Transferable



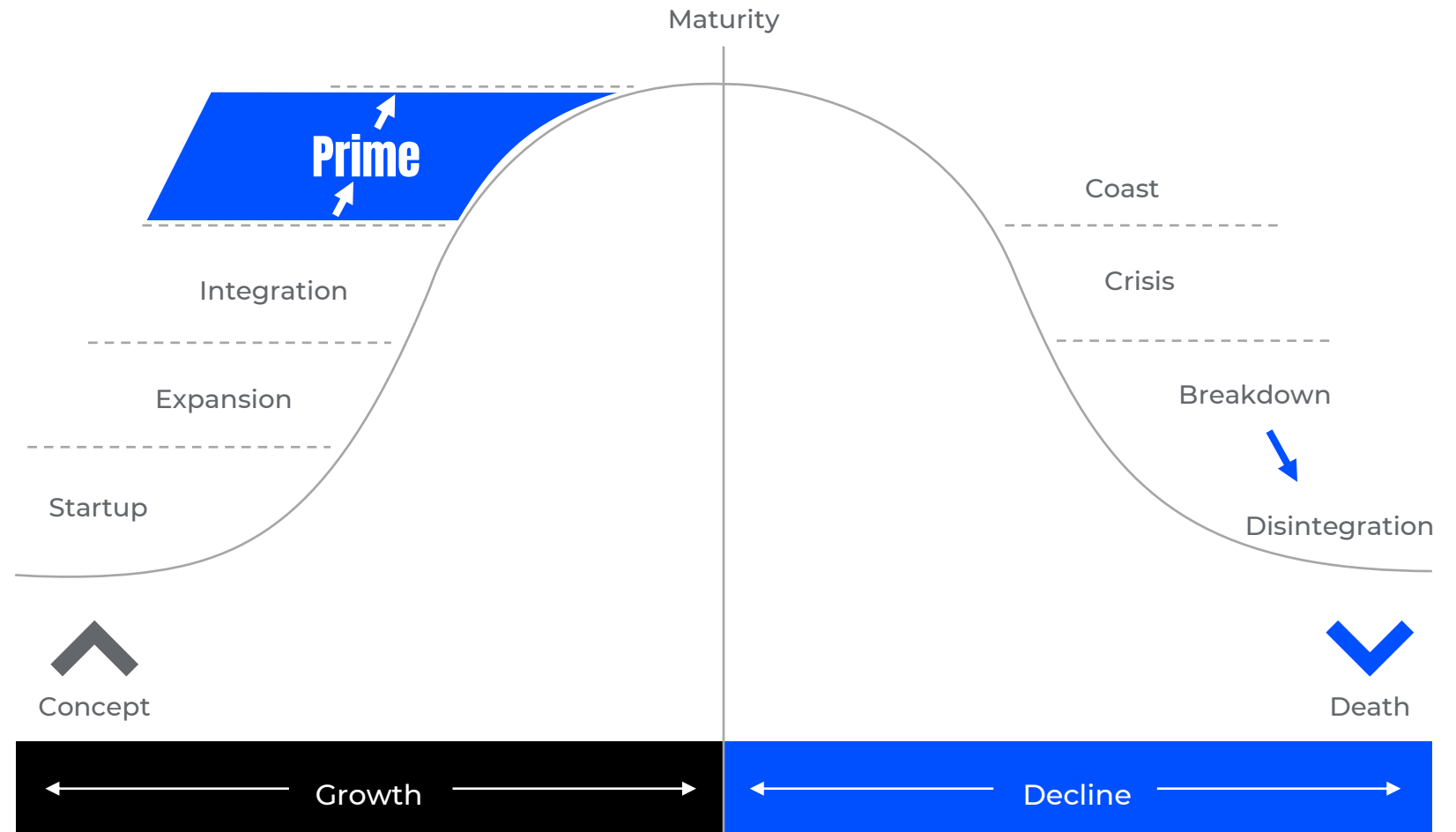
The 7 components of prime

Prime is a state of optimization, performance and health, where all seven components of the organization are working together to generate organizational velocity and momentum.



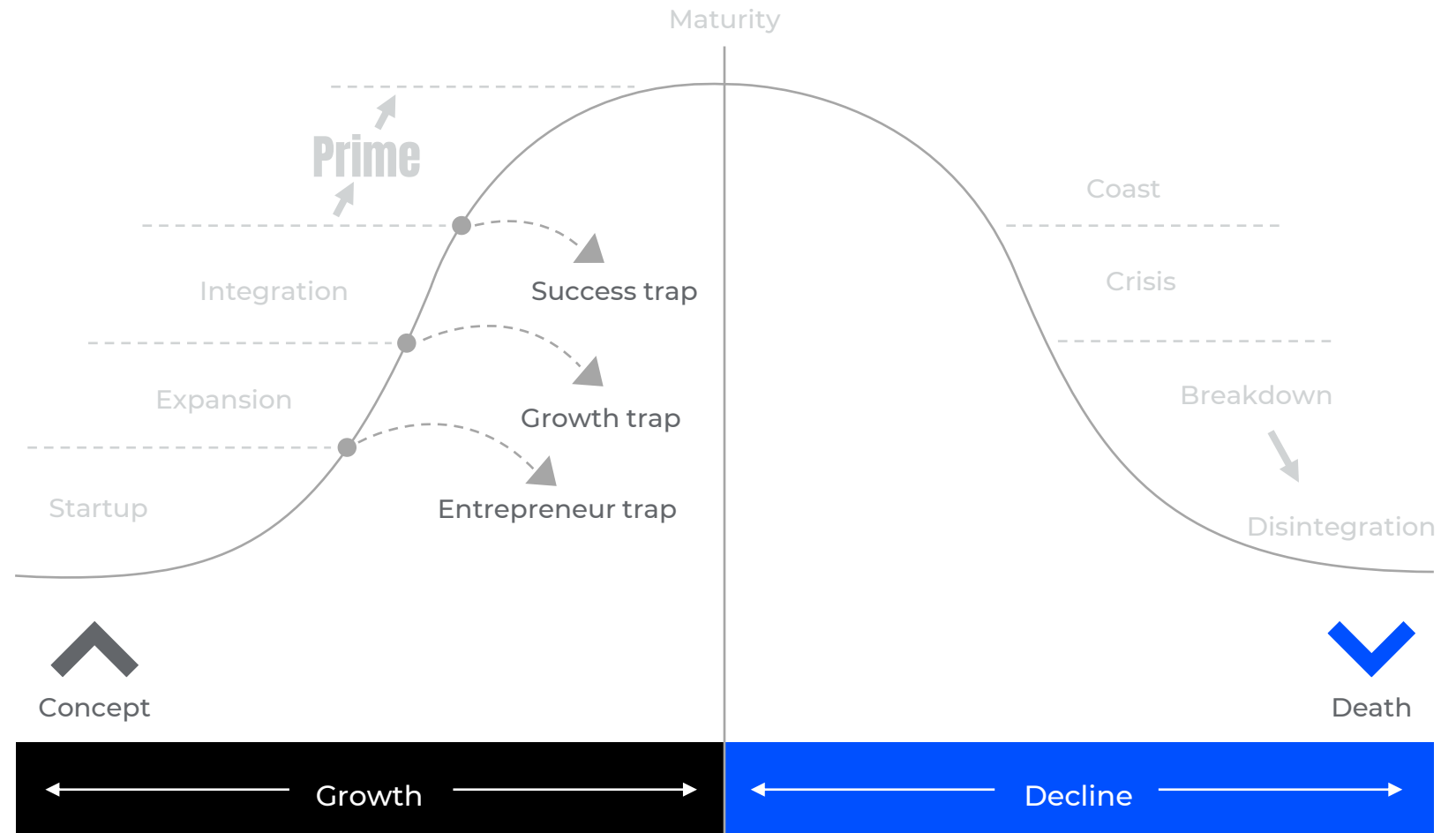
Life cycle of an organization

Understanding prime within a life cycle



Life cycle of an organization

Traps that prevent prime



Entrepreneur Trap

- The guiding vision of the founder/owner has not been institutionalized.
- The founder/owner has not relinquished power and control of the business.
- Early sales success has disguised the critical need for strategic brand development.
- A true marketing discipline is missing and functions early as business development.
- Professional leadership has not been hired in highly technical positions.
- The organization is changing too quickly causing fragmentation, alignment and morale issues.

Growth Trap

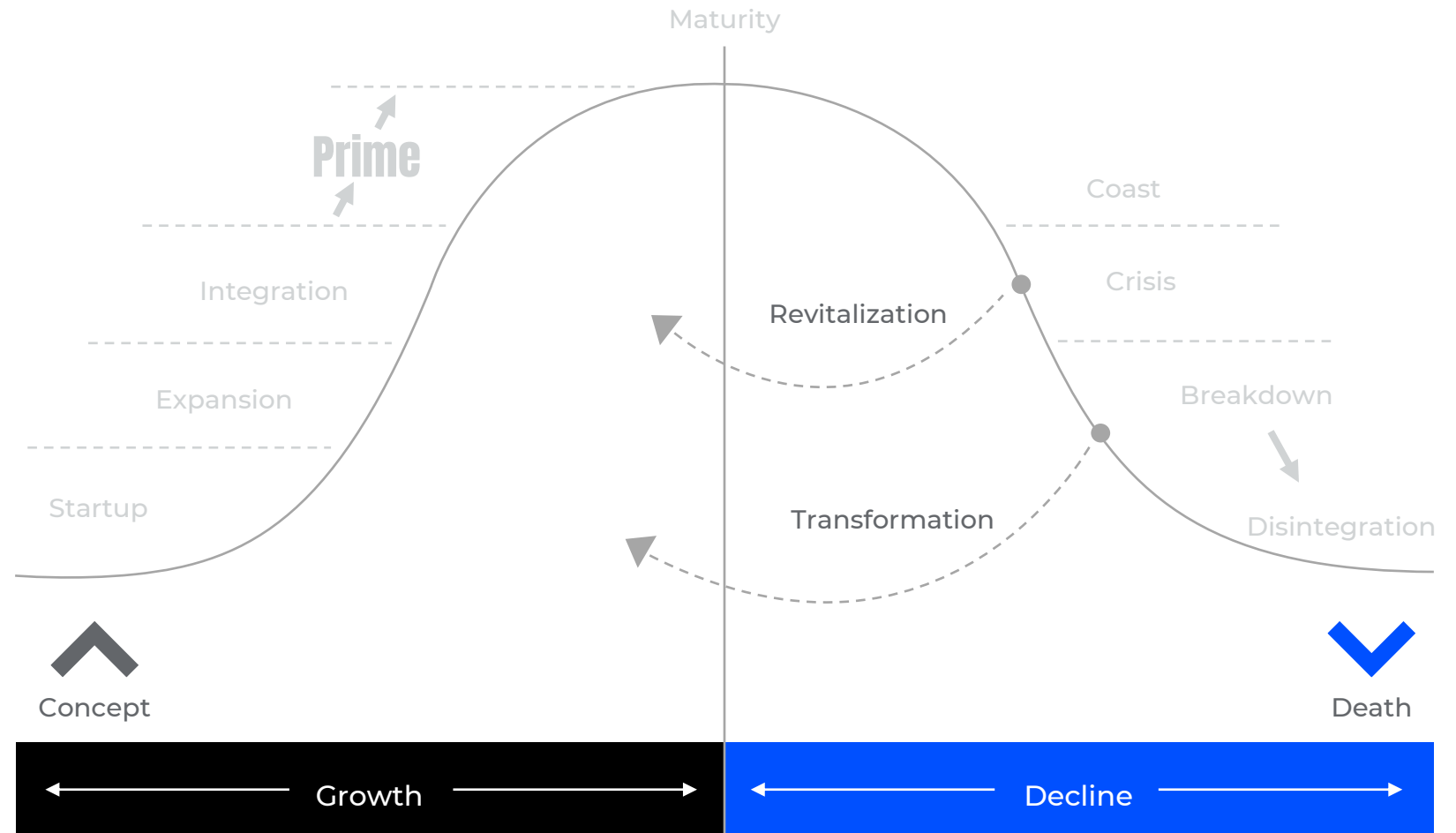
- Managers are hired to run functional departments when executive leaders are needed to guide and initiate new strategies.
- The company outgrows the capacity of its early leadership.
- Creativity and innovation becomes stagnant due to early rapid growth.
- Profit margin is sacrificed for maintaining sales volume.
- The founder/owner under or over-functions and lacks a clear role in the organization.
- Targeting and key messaging gets little attention as sales continue to grow.
- Researching the needs of the client is disregarded.

Success Trap

- Success fosters stagnant leadership and organizational complacency.
- The company is not strategic and intentional about creating a new future state in the midst of success.
- Owners want financial pay-back early at the expense of the business.
- Talented leaders and managers needed to create long-term sustainable growth are not added to the business.
- Brands are not refreshed and new pieces of business are not added to the business development pipeline.
- Fatigue is exhibited in observable business behaviors of the employees.

Life cycle of an organization

Strategies needed to get back to prime



Organizations who reach and maintain prime often realize:



- Improved revenues
- Healthier profits
- Faster speed-to-market execution
- Better client experiences
- Enhanced service innovation
- Increased efficiencies and processes
- Energized culture
- Engaged talent
- Stronger team orientation
- Deeper sense of meaning and purpose

Is your strategy transforming your business?

*“What’s the use of running if you are
not on the right road?”*

– German proverb

Levels of Organizational Strategic Maturity



Basic

Strategic Ideas and Actions

- Some strategic goals
- Sporadic implementation
- Limited execution and results



Advanced

Strategic Operating Model

- Clear final destination with everyone aligned to destination
- Consistent implementation and results



Transformational

Prime Strategy

- Final destination agreed upon by all and understands the why
- Innovative thinking
- Everyone aligned in roles
- Execution and results



**Wipfli's Prime
Growth System
components**

In order to reach and maintain prime, a path must be clearly followed. We call this journey Wipfli's Prime Growth System.



The 7 components of prime

Prime is a state of optimization, performance and health, where all seven components of the organization are working together to generate organizational velocity and momentum.



Compelling vision

Does your organization have a focused vision and plan?

Organizations in prime have a powerful vision that interlinks purpose, cause and passion with an actionable plan. This component focuses on developing a compelling vision to the next level, creating both accountability and passion toward attaining the vision.

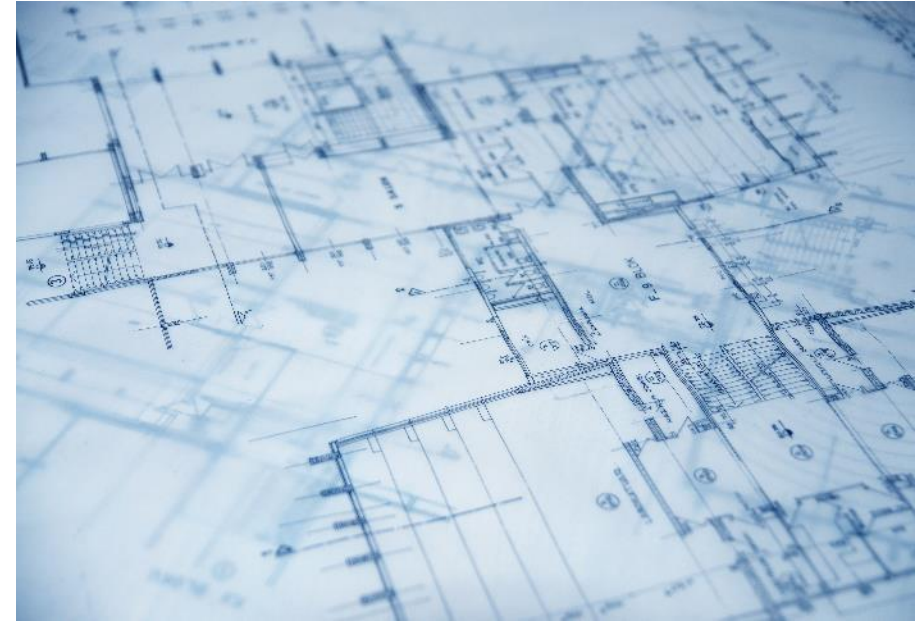


Compelling vision

Does your organization have a focused vision and plan?

Session elements

- Setting a transformational strategy
- Outlining your situational assessment
- Establishing a vision, outlook and plan
- Understanding and solving issues
- Setting goals and actions
- Sharing and cascading the vision/plan



Transformational leadership

Does your organization have a high-impact leadership team that will inspire and motivate?

Prime state

Prime leaders drive change and lead transformation. Transformational leaders inspire others to participate in the vision while also developing future leaders at every level of the organization.



Transformational leadership

Does your organization have a high-impact leadership team that will inspire and motivate?

Session elements

- Activating transformational leadership
- Developing an accountability map
- Leading change
- Creating high-impact teams
- Mastering emotional intelligence
- Establishing a leadership covenant



Engaged people

Does your organization have an energized, engaged culture?

Prime state

Engaging employees with a compelling vision inspires and invests them in your success. If you are in prime, you likely have a highly energized and engaged team helping you achieve your vision.



Engaged people

Does your organization have an energized, engaged culture?

Session elements

- Defining and activating a constructive culture
- Attracting talent needed for achieving and maintaining prime
- Talent assessment, career pathing and succession
- Engaging talent in success
- Running high-impact meetings
- Holding tough conversations



Thriving brand

Does your organization have brand messaging that resonates and sells?

Prime state

Organizations that focus on building a thriving brand understand who they are and how to tell their story. In prime, their brand promise comes to life with every client interaction.



Thriving brand

Does your organization have brand messaging that resonates and sells?

Session elements

- Building your brand architecture
- Establishing competitive context
- Selecting your target market
- Activating your core focus
- Creating your value proposition
- Determining your brand differentiators
- Mapping stakeholder engagement



Operational excellence

Has your organization achieved sustainable and scalable growth?

Prime state

Organizations in prime are those that have operations, technology and people aligned to efficiently and effectively deliver an optimal client experience.



Operational excellence

Has your organization achieved sustainable and scalable growth?

Session elements

- Defining core processes
- Value stream mapping your revenues
- Developing unique customer journeys
- Establishing operational excellence through continuous process improvement



Financial confidence

Does your organization have the financial flexibility to be resilient in hard times and grow?

Prime state

A prime organization evaluates all financial and compliance metrics to determine current and future state gaps and opportunities, ensuring the financial foundation is always strong.



Financial confidence

Does your organization have the financial flexibility to be resilient in hard times and grow?

Session elements

- Stress testing your finances
- Building an actionable scorecard
- Clarifying financial drivers and cash flow
- Setting a budget and pro forma



Technology optimization

Are your organization's people, processes and technology aligned?

Prime state

Organizations in prime are those that have optimized their technology by untangling legacy systems, building strategy first and buying tech second, and using tech to be more responsive to customers.



Technology optimization

Are your organization's people, processes and technology aligned?

Session elements

- Building a technology and digital road map
- Knowing cybersecurity essentials
- Mastering the usage of business intelligence and data analytics



**Wipfli's
Prime
Growth
System
outcomes**

- Compelling vision → Focused vision and plan
- Transformational leadership → High-impact leadership teams
- Engaged people → Energized culture
- Thriving brand → Brand messaging that resonates and sells
- Operational excellence → Sustainable and scalable growth
- Financial confidence → Financial freedom
- Technology optimization → Alignment of people, process and technology

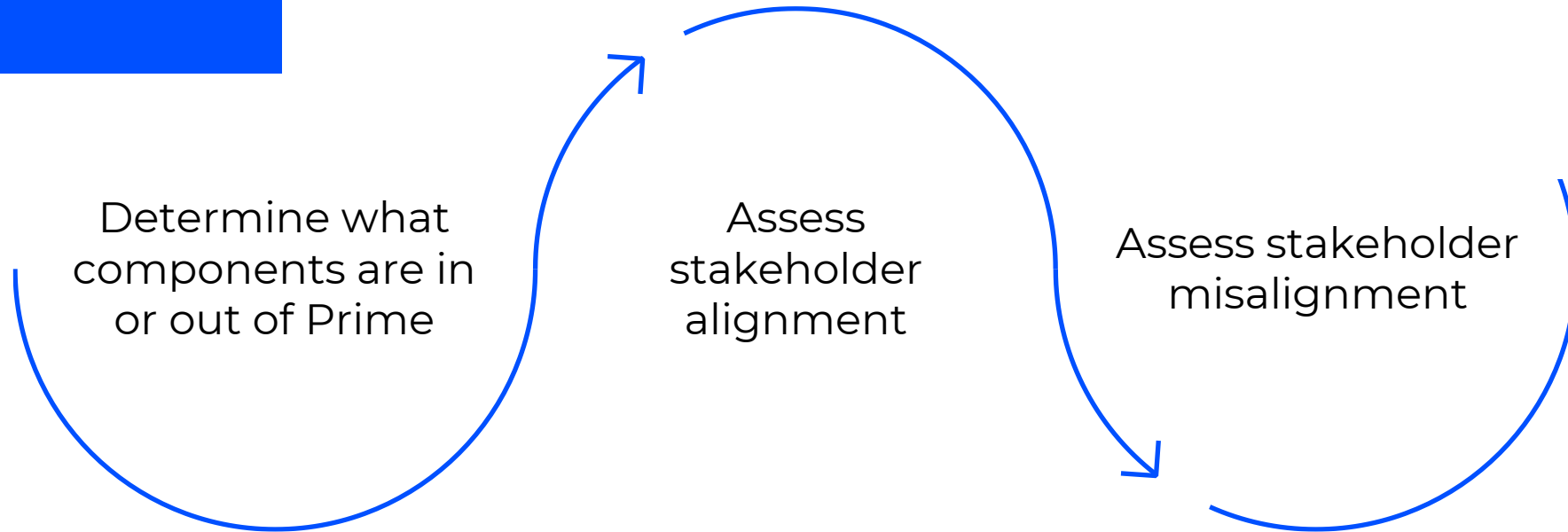


**Is Your Business at Prime?
Let's find out!**

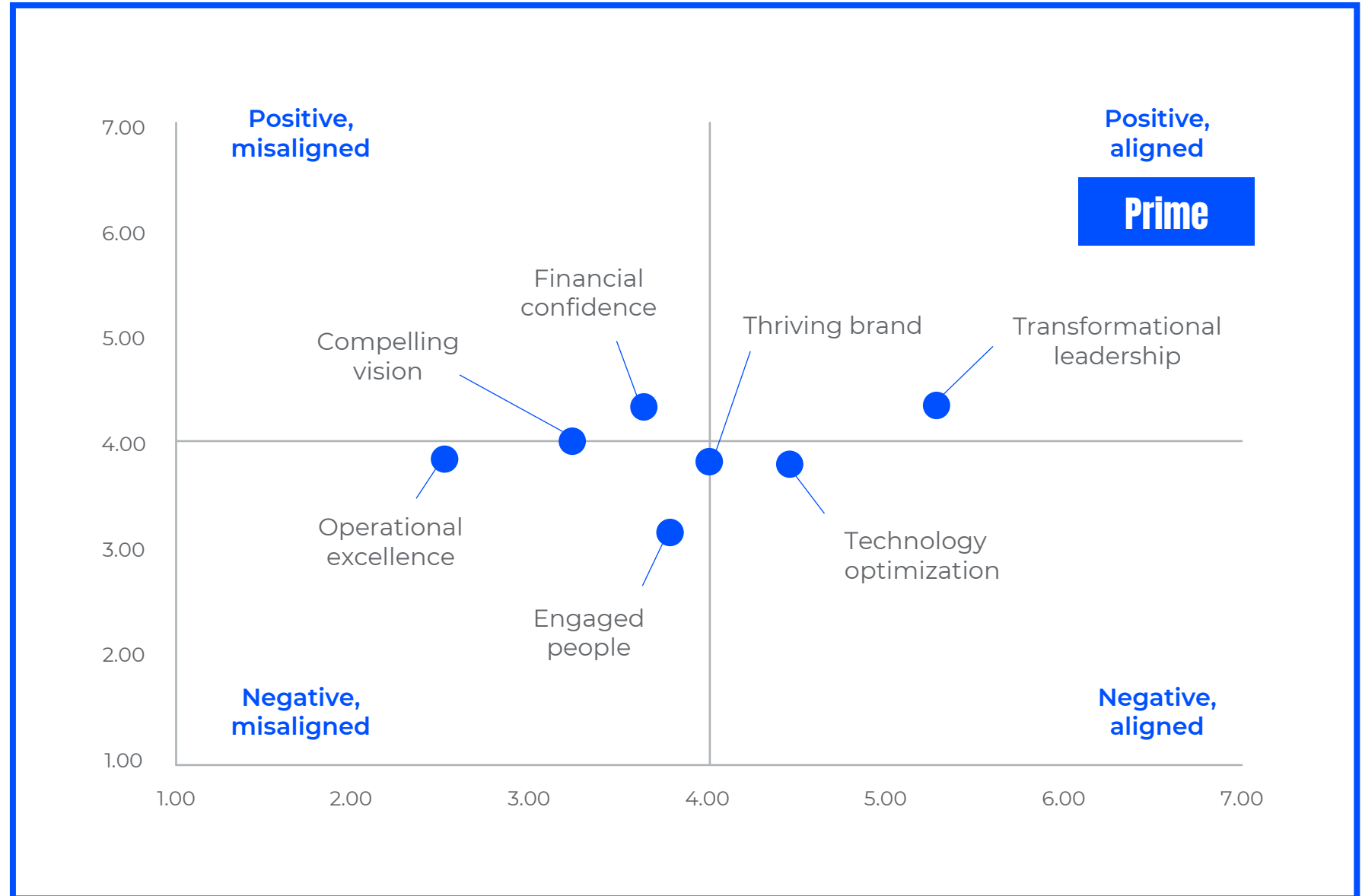
Prime is not a **destination**.
It is a state of being.

It is when your business is future ready.

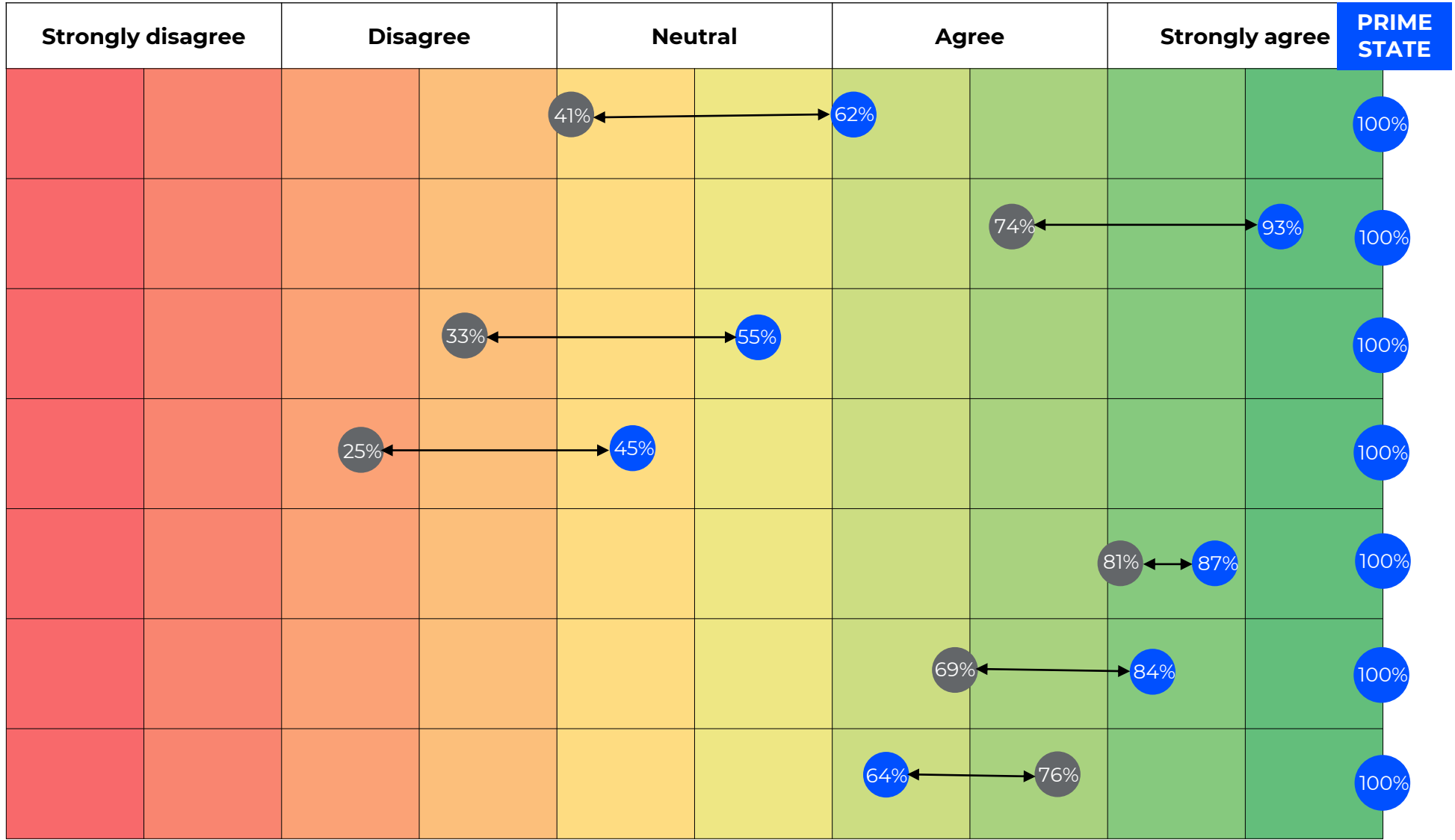
The Prime Rapid Assessment



Prime alignment



Prime Findings Rapid Assessment Results - Sample



<10% <20% <30% <40% <50% <60% <70% <80% <90% <100%

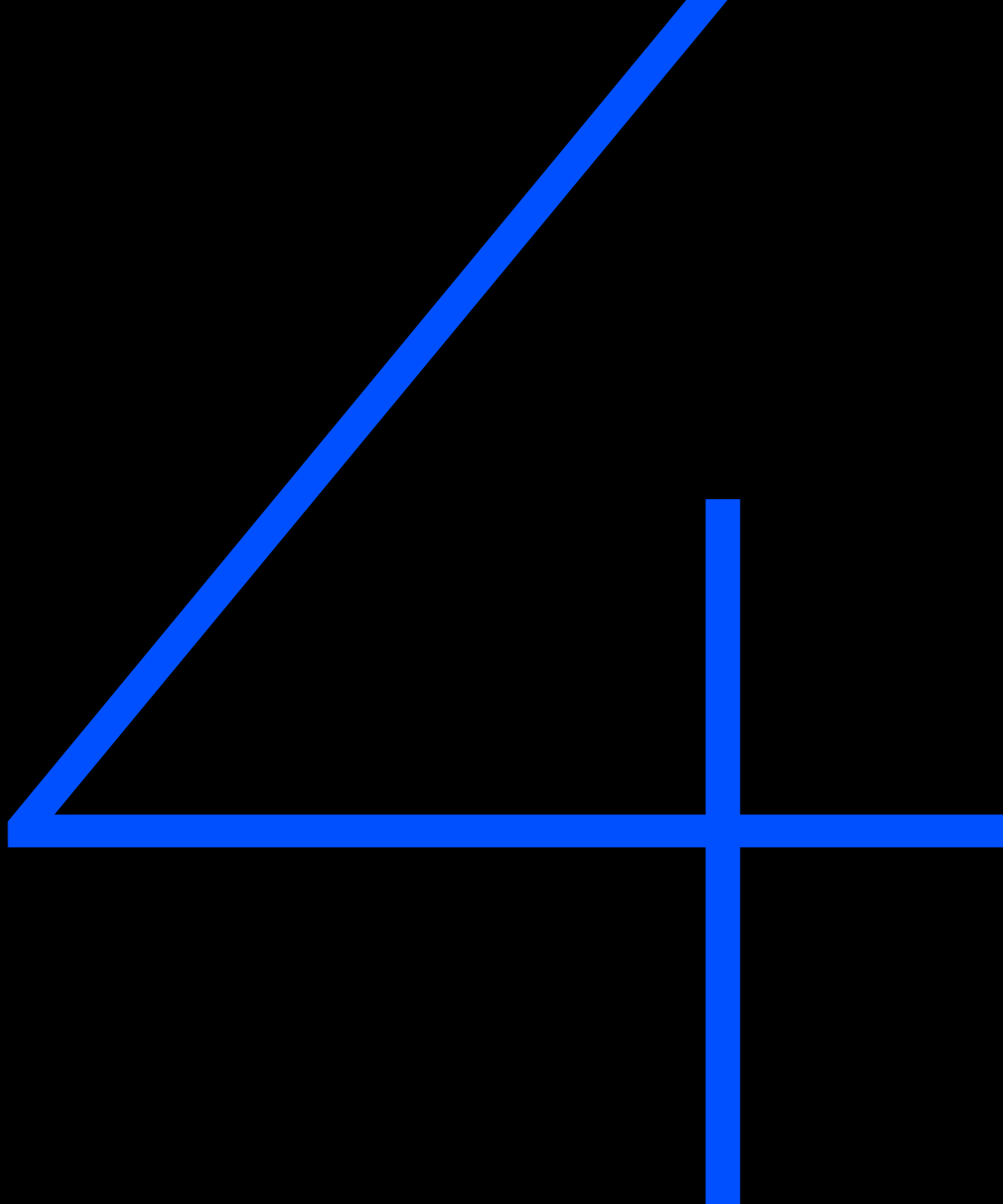
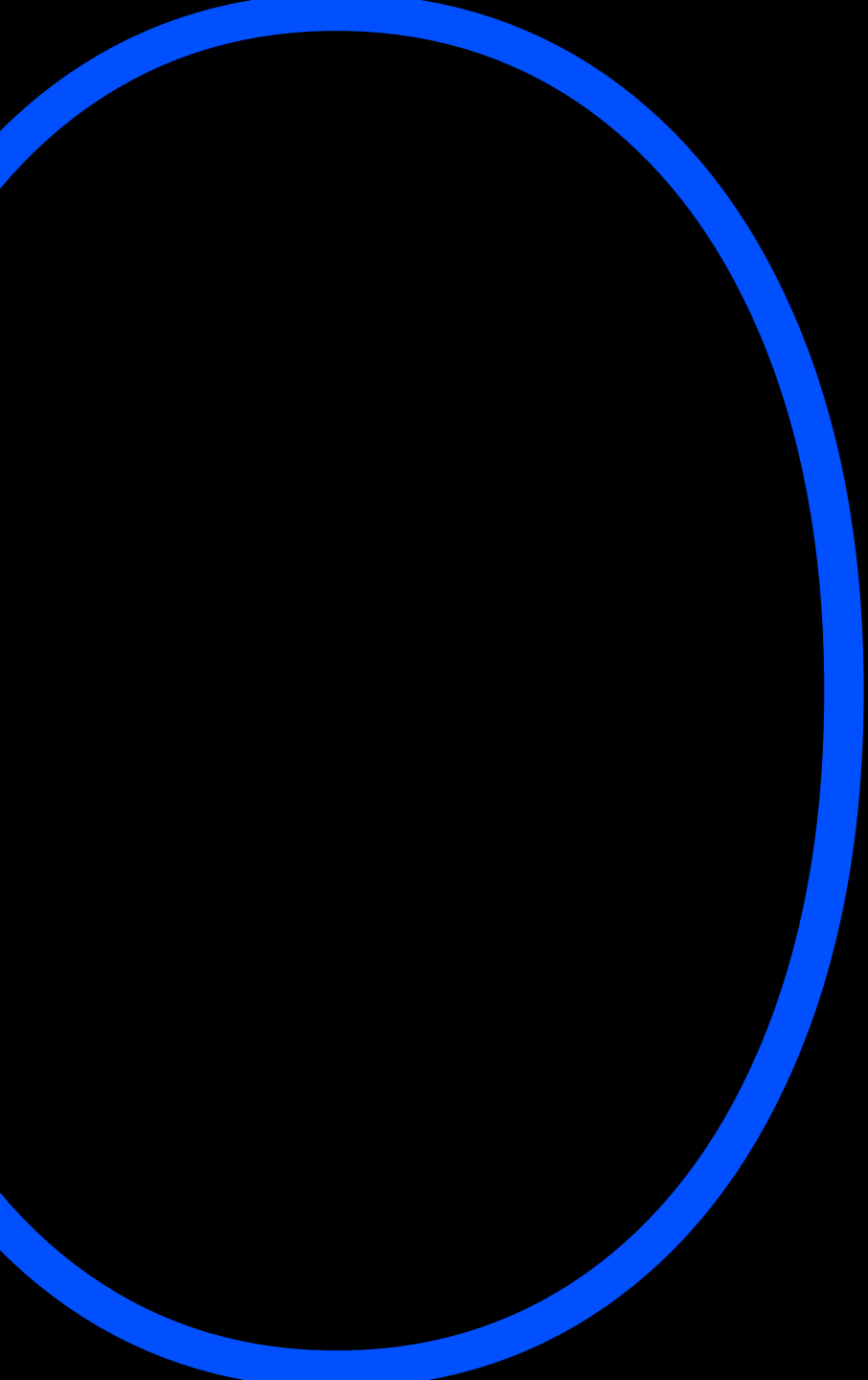
**Scan the QR
code to request
the Prime Rapid
Assessment**

Ready to take the assessment?



Successful Strategic Planning for Prime

- A continuous process, not an event, and critical to long-term success
- Plans are living documents and require a strategic mindset
 - ▶ The plan is only one part of the process
 - ▶ The process helps invigorate and strengthen organizations
- Leadership teams need to keep the plan active, agile, and current



Closing

Questions/Clarifications?

Thank You!

Tina Nazier, MBA, CPC, CCM

*Director, Construction and Real Estate National
Organizational Performance and Strategy Leader*

tnazier@wipfli.com
404.420.5788

www.Wipfli.com



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