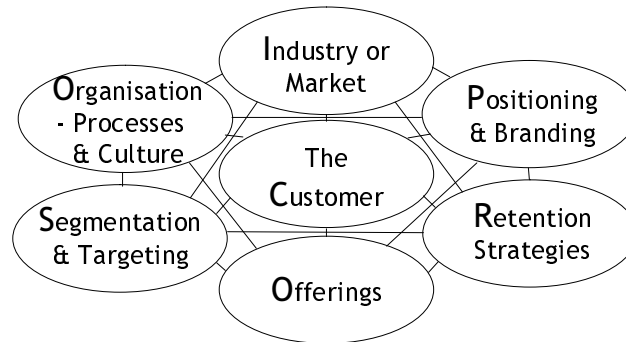


Scorpio market strategy

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Organisation - Processes and Culture

Although not traditionally a part of marketing, no amount of careful planning or accurate research will pay off unless the organisation is able to deliver on its customers' needs. The systems, structures and culture of any organisation tend to be created for the benefit of the people working in the organisation rather than for the customers of the organisation. This is not mischievous - it just is.

Nevertheless, organisation systems need to be in line with customer needs and expectations if the business is to survive - they will need to be actively supportive of customer needs if the organisation is to grow.

Culture is most often defined as 'the way we do things round here'. The hidden element that can create (and destroy) customer relationships can be changed but the task should not be underestimated.

The strategic checklist for your organisation is:

1	Is the organisation focused on internal or external issues?	<i>We know the answer - how can you make the organisation customer friendly?</i>
2	What is the organisation really good at - and does it matter?	<i>You will need core competences to be different</i>
3	What is going on with Culture?	<i>Culture can kill - if it's not the right one</i>
4	Is the organisation joined up?	<i>Does anyone manage the organisation and line it up to face the customer?</i>
5	Is the organisation driven by the right information?	<i>Customer, not product/service information is required</i>
6	Which metrics are used to manage and drive the organisation?	<i>What get measured gets done - measure the bright things</i>
7	Change management - what is that?	<i>The organisation <u>must</u> change - to keep up with its customers</i>