



## Organisational Alignment for Innovation

Losing opportunities due to low consumer intelligence and poor collaboration between frontliners and back-end staff?

Given the complexity of today's retail markets, any organisation seeking to provide consumers with a smarter and more meaningful experience needs to embrace cultural change for innovation.

Change is never easy but it is possible. Using an inside-out approach - backed by a decade of organisational experience - secures buy-in from different teams making it easier for change to take place which ensures business success.

### Overview

The Consulus PurposeCORE™ programme is designed to help companies identify their unique purpose, nurture conditions for business innovation, and foster a strong collaborative culture. Our deep insights and approach towards complex organisational issues allow us to reconcile differences and build unity within the company's leadership, thus giving greater clarity to its strategic intent.

Organisations that have successfully completed the PurposeCORE™ programme have reported several improvements in their business:

### AT A GLANCE

- Review and identify possible areas for branding to have an impact on revenue
- Enhance revenue opportunities through reorganization for better collaboration and effectiveness
- Strengthen perceived value and raise margins through better retail and marketing experience and implementation

### RELATED SERVICES

You may also be interested in:

- CastleUp - A Mobile-based Enterprise network for collaboration and innovation
- Leadership Ascension Programme

### Introducing CastleUp™

A mobile-ready social network for companies to help them increase collaboration and capture innovative ideas.

Find out more at:

[www.castleup.com](http://www.castleup.com)



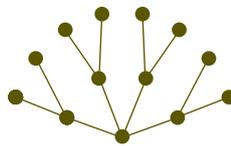
#### Stronger Consumer Confidence & Retention

Customer satisfaction increases by 31.82% on average due to proactive & passionate customer service across retail network.



#### Increased profit from internal collaboration

63% of realised solutions and ideas come from cross-departmental interactions.



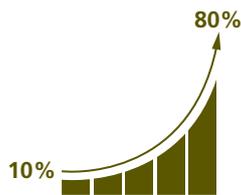
#### More effective marketing

Faster roll-out of print & digital advertisements: from 2 months on average to 2-3 working days due to clarified marketing framework with tools.

### Why choose Consulus?



Consulus has influenced \$4.8 billion client revenue, implementing change across 18 cities in the past decade.



We increase staff ownership level of company direction from as low as 10% prior to the exercise to at least 80% during our PurposeCORE™ implementation.



Integration of business and design in Consulus, ensuring solutions that will have an impact in business.

## Case Studies



The only Brunei-based Bank included in The Banker's annual list of Global 1,000 Banks

[www.bibd.com.bn](http://www.bibd.com.bn)



### Business Design

Redesigned the banking experience to secure data and insights from customers, allowing the bank to identify possible new profit opportunities.

### Organisational Development

Trained internal representatives to train the rest of the 600 staff. Developed organisational culture roadmap with rituals to sustain the brand culture.

### Brand Experience

Expressed the "Bruneian at Heart" direction in the visual space concept of the bank branch and redeveloped website towards customer aspirations.

[Full case study online](#)



One of the top string galleries in Singapore today. They have been established as a leading violin, viola and cello shop in Singapore.

[www.tongmingxi.com](http://www.tongmingxi.com)



### Business Design

Developed a sustainable business model for a young player in a niche industry to shift the perception of the company from an instrument supplier to an instrument repair & restoration expert.

### Organisational Development

Ongoing training curriculum and Key Performance Indicators for luthiers and frontline staff were developed to ensure personalised service quality and expertise scalability.

### Brand Experience

Created Play - a unique retail space experience to rethink string instruments beyond just instruments, as art and as lifestyle-inspired accessories.

[Full case study online](#)



Leading state-owned telecommunications and technology group with diverse holdings in Brunei Darussalam

[www.dst-group.com](http://www.dst-group.com)



### Business Design

Reorganised portfolio of brands and reduced subsidiaries to simplify communication and enhanced operational efficiency. Increased industry influence with a branded CSR Programme.

### Organisational Development

Aligned management and staff to the brand purpose of DST, to ensure that the various subsidiaries are pursuing business growth in the same direction.

### Brand Experience

Designed an integrated retail experience with a flexible space to accommodate the fast-changing info-communication industry.

[Full case study online](#)

## Package Details

	Strategic Review	Strategic Review & Basic Implementation	Strategic Review & Full Implementation
<b>Business Review</b> <ul style="list-style-type: none"> <li>Review possibilities of harnessing data for profit</li> <li>Identify gaps and propose recommendations to enhance sales, marketing and business opportunities.</li> </ul>	√	√	√
<b>Strategic Leadership workshop</b> <i>with key management to present insights, recommendations and prioritise objectives and initiatives.</i>	√ 1 Day	√ 2 Days	√ 2 Days
<b>Strategic Roadmap</b>	√	√	√
<b>Visual Identity</b>	-	√	√
<b>Implementation of Brand Experience</b>	-	<ul style="list-style-type: none"> <li>Print collaterals</li> <li>Digital communications collateral</li> </ul>	<ul style="list-style-type: none"> <li>Retail concept store</li> <li>Print collaterals</li> <li>Digital communications collateral</li> <li>Customised website</li> </ul>
<b>Internal Roll Out</b>	-	<ul style="list-style-type: none"> <li>Staff Alignment Training</li> <li>Internal launch programme</li> </ul>	<ul style="list-style-type: none"> <li>Staff Alignment Training</li> <li>Capability Development including strategy execution support</li> <li>Internal launch programme</li> </ul>
<b>PurposeCORE roll-out</b> <i>implemented through our internal collaboration mobile system CastleUp™ to develop and reinforce corporate IP</i>	-	√	√

## About Consulus

### Business Design | Organisational Development | Brand Experience

Consulus is an innovation consultancy with business management and multi-disciplinary design capabilities. From spaces to products, we have operational experience in 18 cities from New York to Singapore. Our clients range from billion dollar companies, emerging enterprises to public institutions.



## Contact Us

Talk to us to learn how we can help your organisation.

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Begin your journey to shape the world. Visit us online at [www.consulus.com](http://www.consulus.com), call us at +65 6293 9495 or email us at [info@consulusgroup.com](mailto:info@consulusgroup.com) to start the conversation.