



## HIGH PERFORMANCE CULTURE FOR AGRICULTURAL EQUIPMENT ORGANIZATION - 18 MONTH ROADMAP TO INCREASED MARKET SHARE

The Client came to us after having re-visited its Business Strategy and Restructured the Organization despite which the Organization's Performance, **Market share** remained at **5%** in a growing market. They were convinced it was *Culture* that required re-visiting.

Our **Discovery** explored many dynamics that helped us craft the desired Culture:

- Internal Communication flow
- Silo working
- Frontline Policies
- Frontline Processes and interactions with Dealer Network
- Technology Execution/ Impact
- Disconnect on Information Flow, Bottoms-up impacting Market Intelligence, Customer intelligence, recommendations for Change, Innovation



## What Worked

The **Openness** to accept the Discovery outcomes and Rapid Changes made through -

Capability  
Building  
across levels,  
across  
organization



High  
Performance  
Cascade to  
Mid/Frontline



Building  
momentum  
with Change  
leaders



## Outcomes/Impact

The organization started:

- Building **Momentum** for **gaining Market share**
- **Manufacturing Support** to the momentum across the Value Chain
- Improved outcomes were visible in the **first 9-12 months**
- Company Market share in a fast-growing Market grew to **9%** and is currently at **16%** post covid & is continuing to grow...

