

Nationwide Organization Transforms Its Mission Into Actionable Strategies That Generate Measurable Results

Sequence differs from other consulting firms because of their focus and executable game plans. While other firms are flying at 100,000 feet, Sequence tells you how to land the plane. They took a very theoretical concept and turned it into a measurable reality.

- Vice President,
Nationwide
Business Services
Organization

The Client

This business services organization is dedicated to providing its multi-million members a wide variety of valuable products and services. For decades, it has offered information, resources and support to enhance their quality of life.

The Challenge

As this nationwide association continued to experience unprecedented growth, it faced a problem shared by many organizations today: a values-driven mission that lacked clarity and direction. Without consensus on what its mission to “deliver value to its members and positively impact society” exactly meant — and no roadmap or measurable objectives for achieving it — the client had no means to ensure it would be achieved.

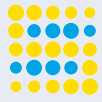
The Solution

This respected organization turned to Sequence Consulting for help with this critical challenge: how to translate a nebulous mission statement into a clearly defined strategy with actionable steps that would ensure and validate that it was achieved? Sequence, a consulting firm with a reputation for helping clients bring clarity to complex issues, immediately implemented a plan to help the client do just that. “Sequence won our business because of its strategic insights, clear cut approach to defining our business problem to solving it, and the high caliber of people on their team,” said the client’s vice president of business planning. “They were able to cut through the clutter and deliver a roadmap with milestones and goals; outlining not just the what and how, but also the when.”

Sequence partnered closely with the organization to create a strategy and framework for defining and measuring its “social impact value.” Together with client leadership, Sequence:

- Launched a comprehensive, quantitative study to measure awareness, attitudes, usage and social impact of the organization’s products and services as well as potential drivers of product performance. The study included these elements:
 - **Internal Discovery:** Sequence conducted extensive interviews with internal stakeholders from business units across the organization.
 - **Member Research:** Member perspective was derived through in-depth focus groups in key member cities.
 - **Best Practices Research:** Sequence conducted extensive secondary research on some of the most respected socially responsible companies, using public, licensed and proprietary research sources.

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case study

- Conducted an extensive evaluation of the client's products against their competition.
- Developed a strategy and actionable framework for managing and evaluating the social impact of its offerings moving forward.
- Created metrics for quantifying product value and assessing the product portfolio as a whole.

The Results

In just 12 weeks, Sequence delivered analysis and recommendations that enabled the organization's widely dispersed stakeholders to build consensus and buy in on the definition of social impact, and a clearly defined framework for managing it. In addition, this project provided the client with:

- A common language for how the organization manages the vagueness in its business, and a strategic framework that is both actionable and relevant to real decision making.

- A quantifiable means to measure social impact as it pertains to its products and services.
- A framework for making objective decisions about products and services.
- The ability to appropriately position products and craft messaging to increase awareness of the social impact dimensions of the products.
- The ability to govern this process and make key decisions about where the organization should be investing its resources.
- A lasting methodology for setting product impact goals and evaluating progress.

"Sequence differs from other consulting firms because of their focus and executable game plans; this is a huge advantage for them," said the client's vice president. "While other firms are flying at 100,000 feet, Sequence tells you how to land the plane. They took a very theoretical concept and turned it into a measurable reality for us."

Sequence Consulting partners with business leaders from growing and evolving companies looking to solve complex business problems. We work with our clients to create customized solutions that combine actionable strategy and practical tactics. For clients who need it, we do implementation support as well. Our distinctive approach enables clients to resolve their issues, realize their vision and achieve tangible results. To learn more about Sequence Consulting contact us at, 312-957-7759, or visit our Web site, www.sequenceconsulting.com.