

Optimisation of processes and interfaces between R&D, Product Management and local Sales Organizations

Scope	Approach	Results
<ul style="list-style-type: none">■ Optimisation of product innovation/launch process and product enhancement process■ Clarification of roles and responsibilities of the different units■ Facilitation of interpersonal conflict resolution■ Typical mix of task-related and interpersonal issues	<ul style="list-style-type: none">■ Mapping of tasks and process responsibilities■ Extract of strengths and weaknesses based on case studies■ Comparison and alignment of results – integration of different views and joint action plan■ Classification of projects and definition of a formal milestone reporting and decision procedure■ Facilitation of interpersonal conflicts and agreement on cooperation principles	<ul style="list-style-type: none">■ Clear description of processes and segmentation of activities (joint and separate)■ Defined roles and responsibilities■ Standardized project decision procedure■ Defined rules of the game■ And eventually■ Better business focus