

case study

Effect Partners

The challenge

Determine a go-forward strategy for a key division and define the organization's guiding principles.

The approach

This was an in/out engagement where Open Dynamics facilitated just two critical team sessions. The first was a strategic discussion among the management team and key organizational players to define the positioning of a key division and articulate strategic implications. The second engaged a broader team in articulating and aligning with guiding principles.

The results

The team worked collaboratively and quickly to achieve the stated goals and align on a strategic direction for the agency.

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“Open Dynamics was able to step in without knowing much about our business and quickly help our team map out the strategic direction of one of our key divisions. The approach was strategic, yet it was also actionable and allowed us to make immediate decisions and changes within the organization. We got where we needed to be efficiently and painlessly.”

Todd Troha
General Manager
Effect Partners