

SUPPORTING STRATEGIC PROJECTS

Implementation of a global business plan for an engineering firm on a European dimension.

CONTEXT AND ISSUES

A major engineering firm is implementing a global business plan requiring a new structure, after a period of growth and with a view to significant development on the European level.

The key issues consist of:

- Realizing the vision through a set of objectives and actions that are capable of transitioning into a real engine for growth
- Showing a strong cohesion through formalizing actions by replacing action phases in the core of the strategy.
- Reinforcing the management's leadership by making it adhere to the vision and rallying it through contribution more than attribution.
- Improving the economic situation and energizing the short/medium-term business using levers that are commercial, human, organizational, technical, financial, managerial, ...

SECOR's SOLUTION: KEY ELEMENTS OF STRUCTURING

