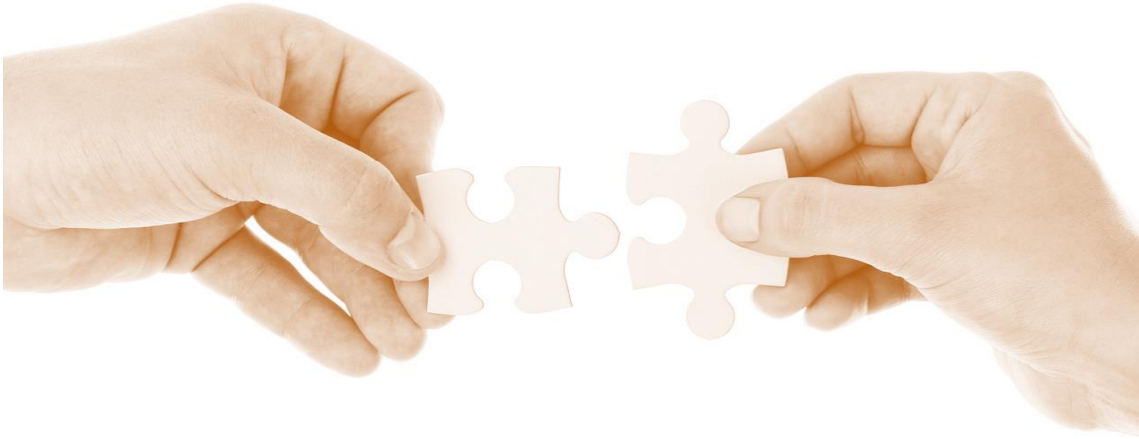


# FULCRUM THAILAND



“In an environment where diverse solutions are required, Fulcrum provides clients with a fresh approach to professional services.”

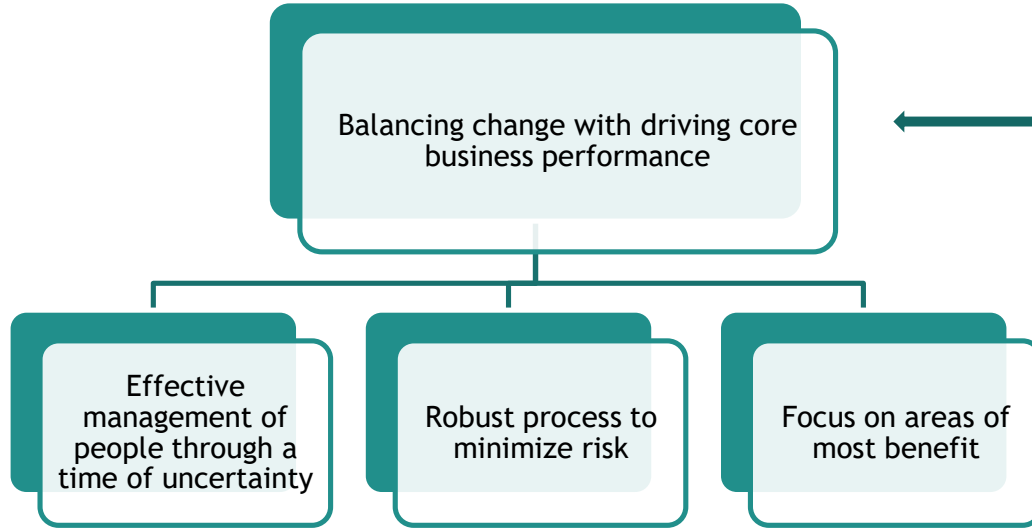
# THE WAY WE DO BUSINESS IS CHANGING



## Coronavirus: Government orders 10,000 ventilators from Dyson

Dyson has had hundreds of engineers working round the clock to design the ventilators from scratch.

# HOW TO UNDERTAKE BUSINESS TRANSFORMATION



- Understand the culture that the company is built on.
- Manage key stakeholders.

- Continued focus on the customer.
- Focus on new budget delivery.
- Deliver the benefits.

- Prioritize opportunities.
- Refocus resources.
- Track the delivery of the benefits.

Delivering the benefits whilst ensuring that focus is maintained on core business growth opportunities, business as usual activity and other core initiatives

# PROGRAM PRINCIPLES - BUSINESS TRANSFORMATION

## People

- Leadership to provide timely and regular communication
- Identify and retain key talent
- Structured and phased approach to business change minimizing disruption

## Customers

- No disruption to customers through transition
- Clear and consistent messages to the market

## Impact

- Priorities activities based on key value / risk drivers (safety, people and financial)
- Drive clear accountability for performance through KPI's cascaded from the strategic objectives

## Risk

- Distinguish between business as usual v's project roles to minimize distraction from core operations.
- Lean, agile and fit for purpose governance model facilitating speedy decision making and issue resolution

## Speed

- Structured project management discipline to drive pace and ensure delivery against stated objectives

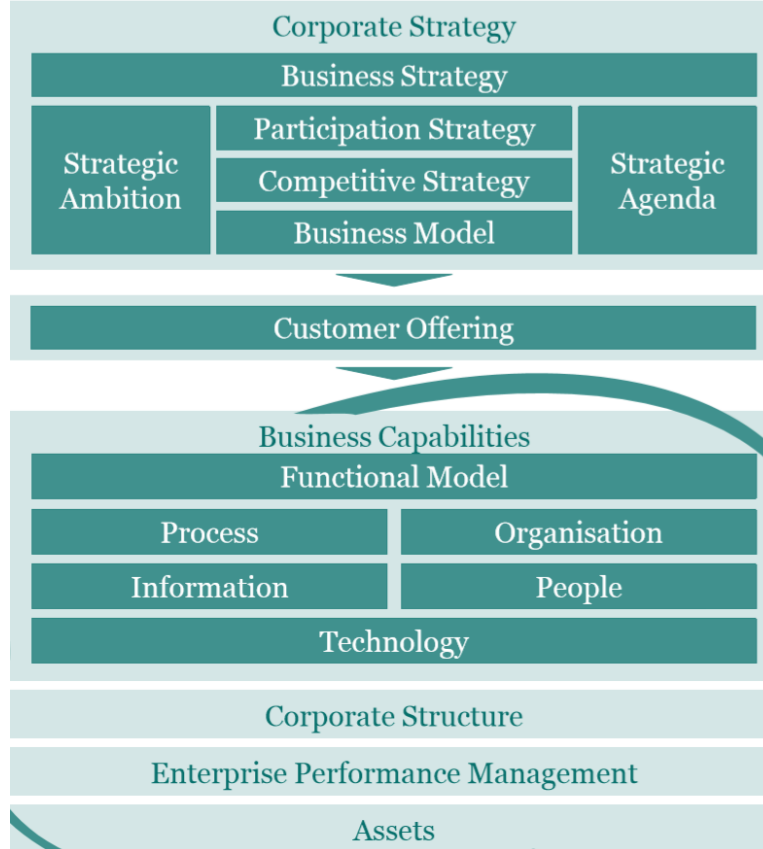
# UNDERSTAND CULTURE TO INCREASE THE PROBABILITY OF SUCCESS

## Position culture as a central component of your business transformation

- Culture plays a significant role in influencing individual and group behaviors. The probability of success is greatly improved by:
  - Faster alignment and synergy realization
  - Increased employee engagement
  - Increased employee commitments and ownership
  - Reduced resistance

# CHANGING THE OPERATING MODEL

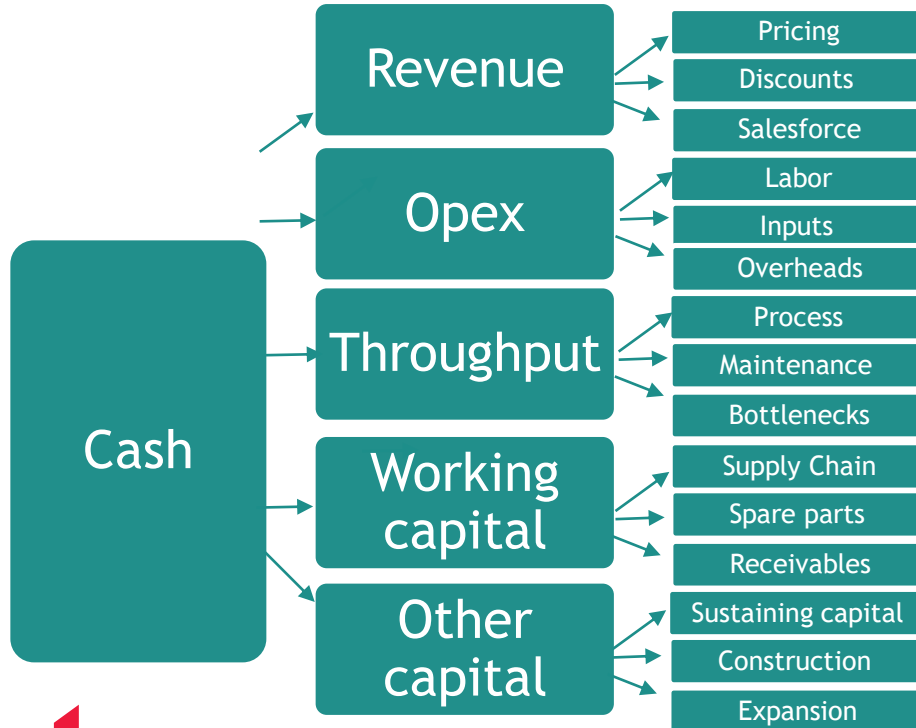
- An operating model is the definition of how an organisation uses its capabilities and structure to deliver its strategy.
- An operating model is comprised of key operating components, the interactions amongst those components and the associated performance metrics. It should be consistent with the strategic choices made by the organisation
- The 'interim' and 'end state' design should consider all operating model components, to ensure design supports the business strategy as value drivers.



## Types of operating model:

- Functional model - Location has primary service
- Geographic model - Operating function or service offering has primary service
- Customer model - segment has primary service

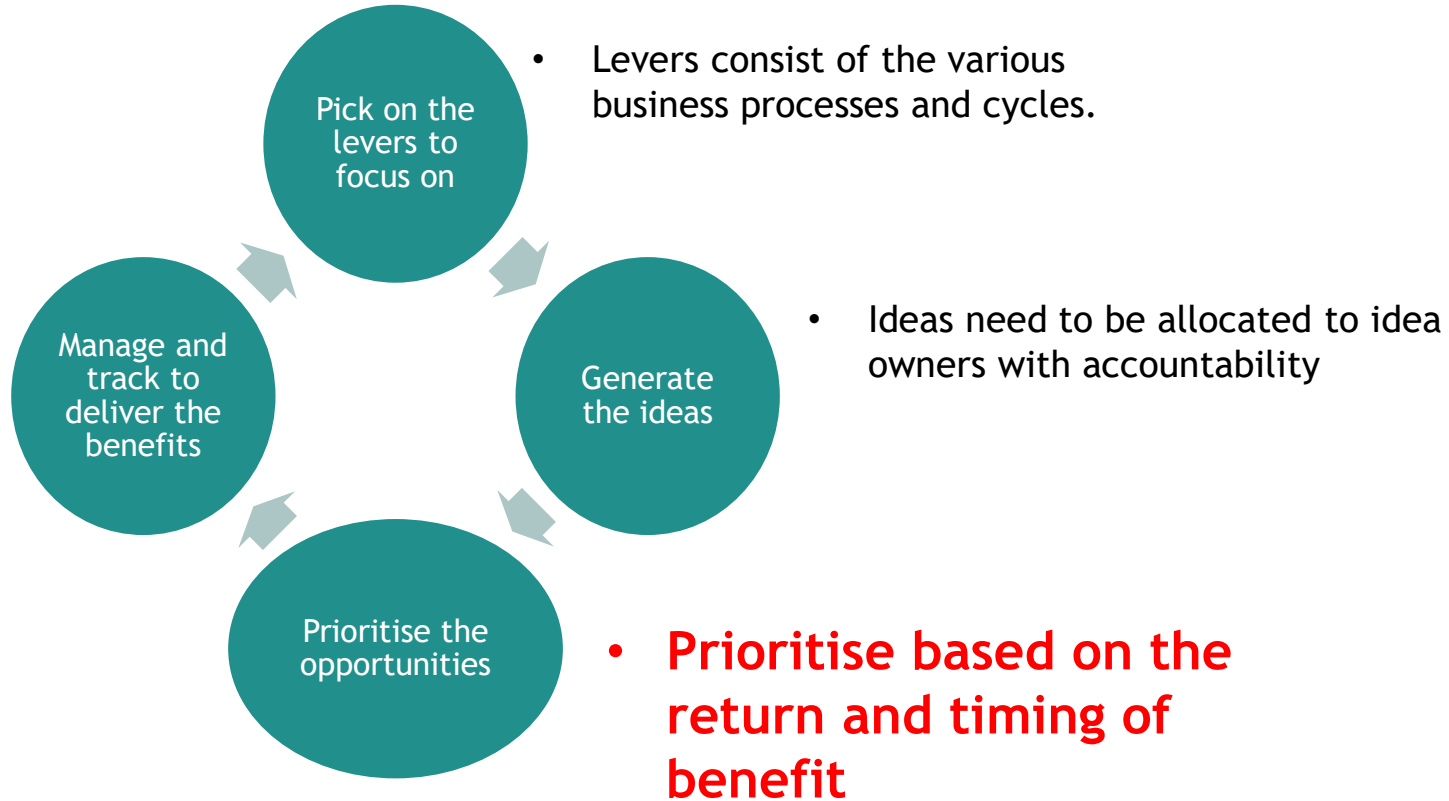
# CASH VALUE DRIVERS - WHERE TO FOCUS



## Common areas include:

- Optimise the customer value proposition
- Salesforce effectiveness
- Overhead reduction
- Optimise the support function
- De-bottle neck processes
- Real time KPI's to drive performance
- Optimise the supply chain
- Inventory optimization
- Daily receivables management
- Optimise equipment lifecycle
- Construction management and productivity

# 4 STEP PROCESS TO SUCCESS





# AVOIDING COMMON OBSTACLES

1. Blocked ideas pipeline with too many initiatives resulting in slow progress
2. Lack of clear accountabilities resulting in overlaps, gaps and lack of buy-in.
3. Lack of clarity on exactly what is being implemented, size and scale of the prize.
4. Lack of adequate resourcing making progress slow and hard.

# ABOUT FULCRUM

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Fulcrum Thailand is a new independent venture created by seasoned professionals to provide the full suite of professional services that are tailored to our clients needs. Partner led services include Audit and Assurance, Taxation, Business Services & Outsourcing and Advisory. The leadership team brings together a wealth of local and international knowledge aimed at helping companies do business with ease in Thailand.

Our clients can be confident that we are here to help manage their business needs and optimize outcomes allowing them time to focus on your business.

Fulcrum has a vision to be immersed as part of the Thai community, people and culture whilst being globally connected; a home for our people where they can grow and achieve their full potential; a partner with our clients where through our relationships and skills we become part of their success.

Our people are known in the market for exceptional client care harnessing the power of our people, our networks and technology to draw out the collective intelligence that will contribute to innovation through an environment where people are empowered to ask why, create and contribute.

