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CREATING A CAPABILITY BLUEPRINT AT ONE OF THE LARGEST GLOBAL FMCG FIRMS

GLOBAL SCOPE

AT A GLANCE

BENEFITS

- Unifying blueprint for all sales organisations globally.
- Clarity on key areas of development.
- eradication of waste & inefficiency, estimated over €210k.
- Measurable and comparable capability activity.
- Economies of scale for development solutions.

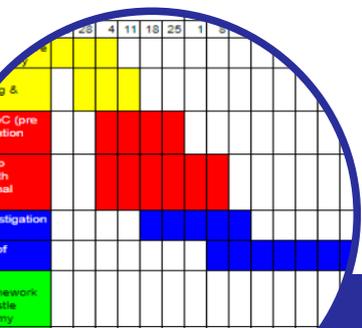
CHALLENGES

- Untracked, costly independent sales capability activities across multiple markets.
- Complex structure with 000's of stakeholders.
- Preferred local solutions over 130 markets.
- Lack of clear strategic direction, thought leadership & control.



Passionate advocate of human development practices that really drive outcomes.

Proven track record of driving impact, development and performance through end-to-end capability-building practices across global, regional and local settings for some of the world's largest organisations.

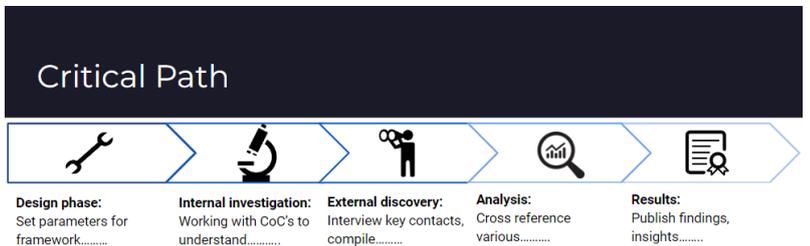


OBJECTIVES

To create a world beating best in class Sales capability function that supports the development of the local sales team and crucially leads to outstanding commercial results. This blueprint will become the template for 130 local markets, aiding consistency, transparency and efficiency.

APPROACH

The key to this project was setting out a clear and comprehensive plan to ensure complete understanding internally and externally to ensure best practice.



Culminating in 3 tiers of framework, to ensure application across 130 markets

KEY PRINCIPLES

Project Management

Meticulous design and management of all aspects of the project, defined milestones, gates and dates were hit to ensure delivery and satisfaction.

Stakeholders Management & Leadership

Clear regular communications to the key stakeholders with a regular rhythm to ensure alignment, influencing at varying levels to ensure best practice.

Strong Capability Methodology

Ensuring the best possible capability approach for the functional template including:

- Roles
- Measures
- Solutions & Delivery
- Moments of need

