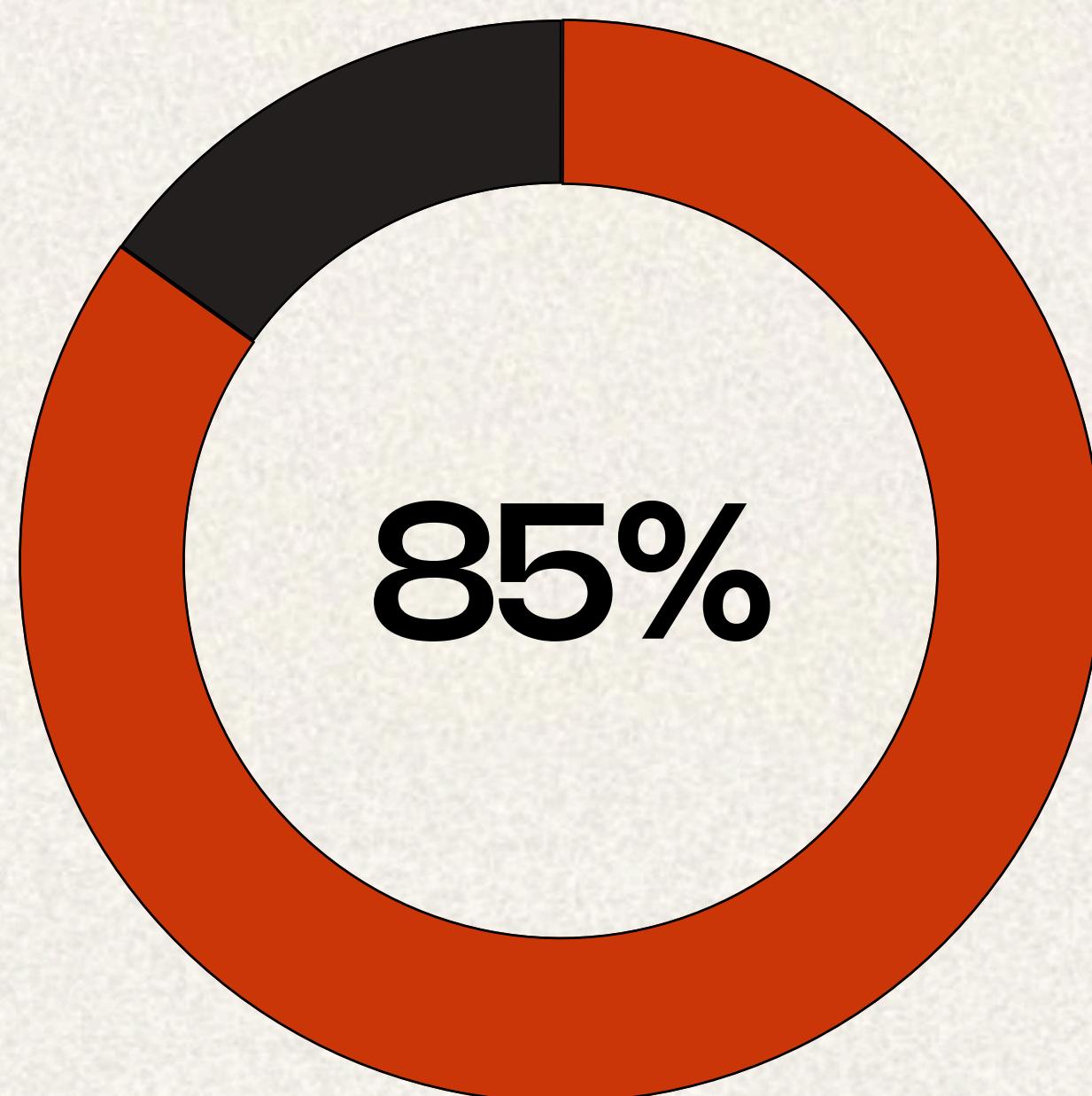


Zone for growth



Organisations that fail within 10 years due to lack of new growth streams

CHALLENGE

ARCHITECH was approached by a medium sized technology company with the classic problem of scale: operational complexity had outgrown their management systems, creating bottlenecks in decision-making, resource allocation conflicts, and trapping their ability to grow, despite enormous opportunity. In their words;

“What got us here wont get us there”

OUR APPROACH

IMAGINE

We first undertook to deeply understand the entire Business Ecosystem. Through detailed stakeholder interviews and operational analysis, we mapped the company's value streams, identified capability gaps, and assessed competitive positioning across their automation and data analytics portfolio. The company now uses these maps for other operational projects.

DESIGN

We adapted a four-zone model for organising growth, specifically for technology operations, creating four distinct operational zones with clear mandates, leadership requirements, success metrics, and resource allocation principles.

BUILD

To implementing Zone-Specific models, we worked with each zone to tailor operating models, KPIs, meeting rhythms and leadership structures. Each zone was designed for their unique performance requirements and market dynamics.

Build capability

TRANSFORMATION ZONE

Top line focus

PERFORMANCE ZONE

INCUBATION ZONE

PRODUCTIVITY ZONE

Market expansion

Bottom line focus

Four zones of organisation were implemented, each with their own mission, leadership style and KPIs.

SUCCESS

40%

Increase in new product revenue contribution

35%

Reduction in innovation cycle time

10%

Improvement in EBITDA margin in 18 months

“Four zones, but one vision. Relief. It's changed everything.”
CEO - Technology company

ARCHITECH