

13 NOVEMBER 2024



Bringing Fragmented Plans under one Umbrella





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Siloed teams

Drained resources

Execution
delays

Difficulty
measuring
success

Confusion and
mixed messaging

Poor collaboration

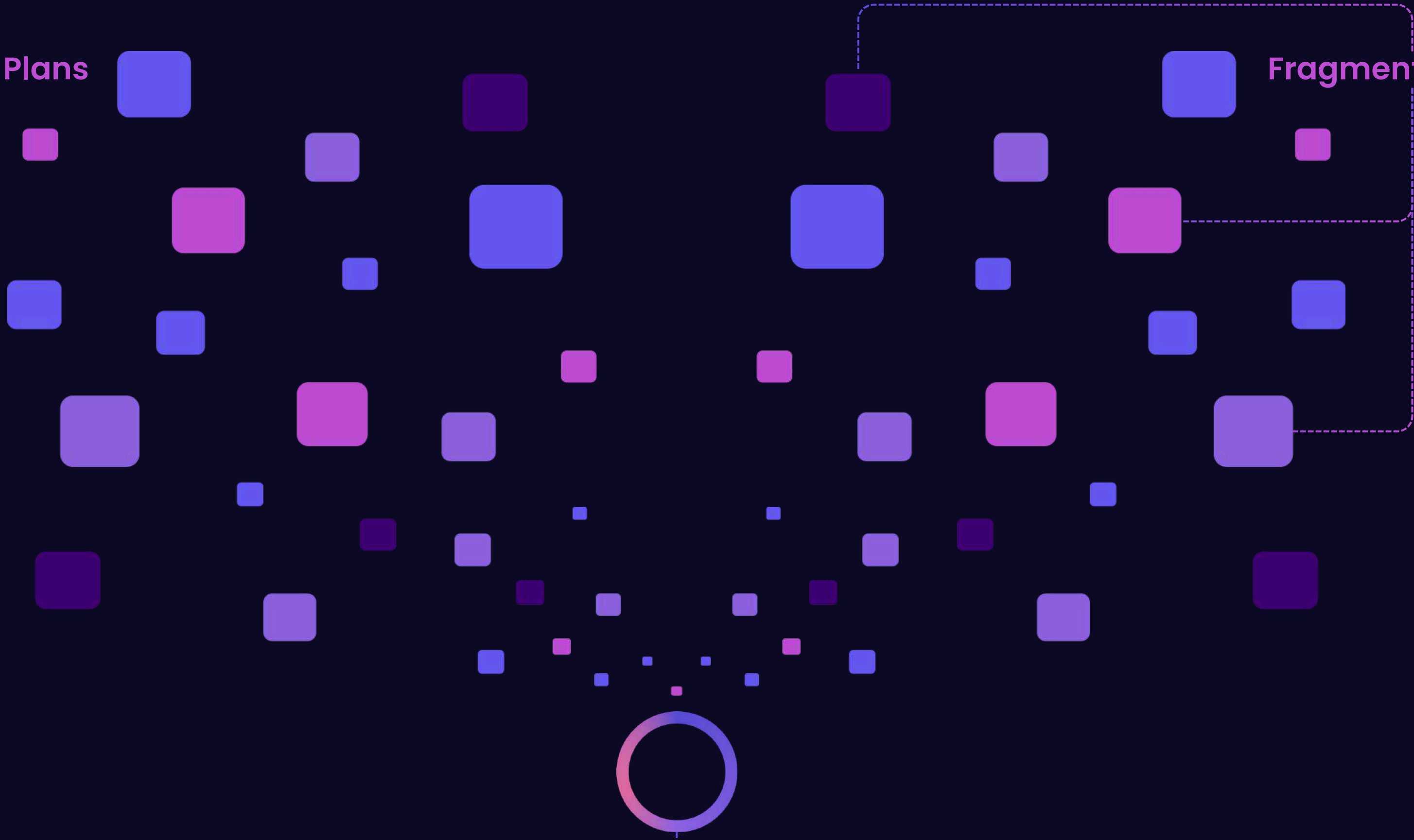


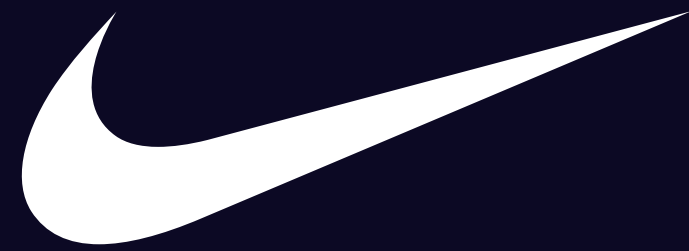
WHAT ARE THE
CHALLENGES
WITH
SCATTERED
PLANS?

Fragmented Plans

Fragmented Plans

Umbrella Plan





WHAT ARE THE POWERFUL LESSONS FROM NIKE AND MICROSOFT?



Clarify the
Core
Purpose



Emphasize
Agility and
Adaptability



Invest in
Culture and
People



Technology
as a Strategic
enabler



Focus on
Customer-
Centricity

STEP BY STEP APPROACH TO REVERSE ENGINEER YOUR STRATEGY

- 1 Diagnose strategic misalignment
- 2 Create a holistic strategic framework
- 3 Building an implementation roadmap

STRATEGIC DIAGNOSIS

Strategic X-Ray: root cause deep dive

Deconstruct

Root cause analysis

Understanding systemic barriers

Uncover hidden organizational dynamics

Reconstruct

Developing unified narrative

Translate into strategic intent

STRATEGIC DIAGNOSIS

Process to deconstruct and reconstruct

Current State Visualization

Sales

CS

Ops

Mkt

R&D

IT

STRATEGIC DIAGNOSIS

Process to deconstruct and reconstruct

Deconstruction of existing plans

Sales

Customer first

Digital

Topic D

Mkt

Topic C

Digital

Customer first

Ops

Topic F

Topic C

Customer first

R&D

Topic D

Topic C

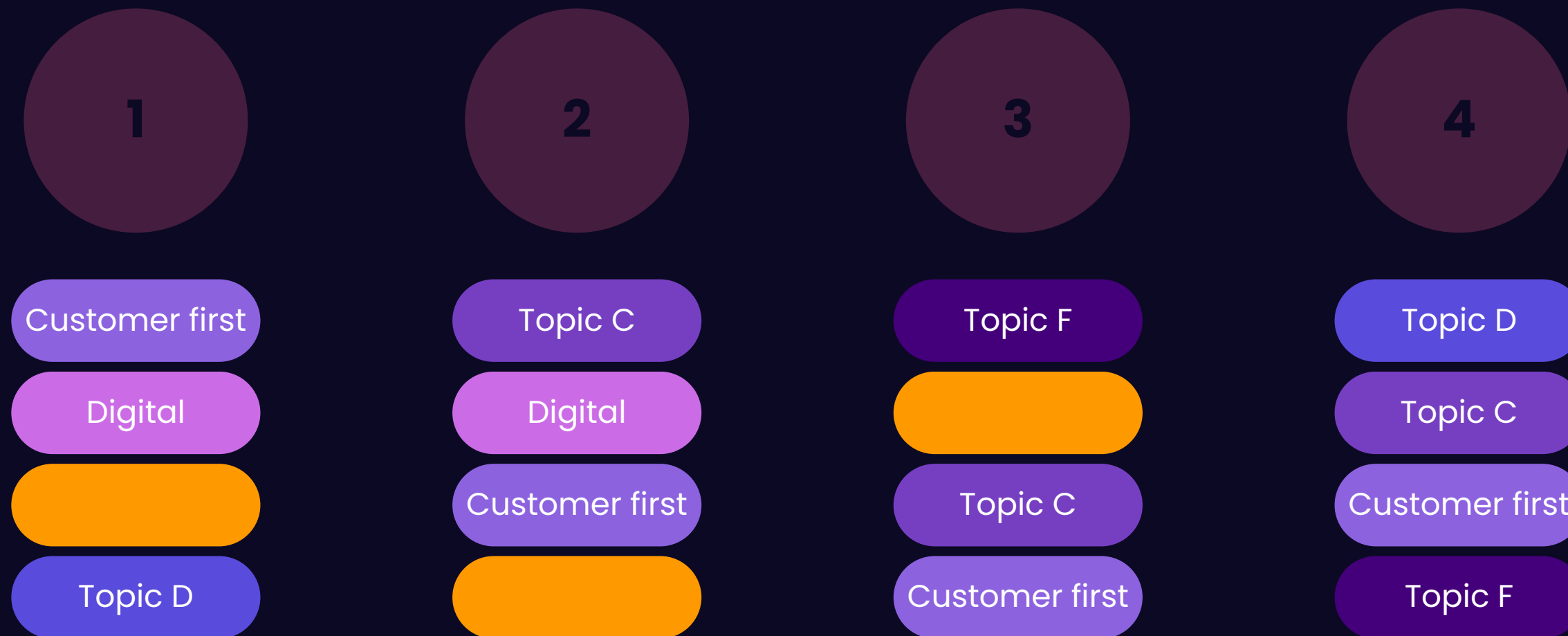
Customer first

Topic F

STRATEGIC DIAGNOSIS

Process to deconstruct and reconstruct

Mapping gaps & overlaps



STRATEGIC DIAGNOSIS

Process to deconstruct and reconstruct

Identifying the common thread

Customer first

Customer-centric future

Digital

Digital first culture

Topic C

Headline C

Topic D

Headline D

Headline E

Topic F

Headline F

Customer-
centric

Digital first
culture

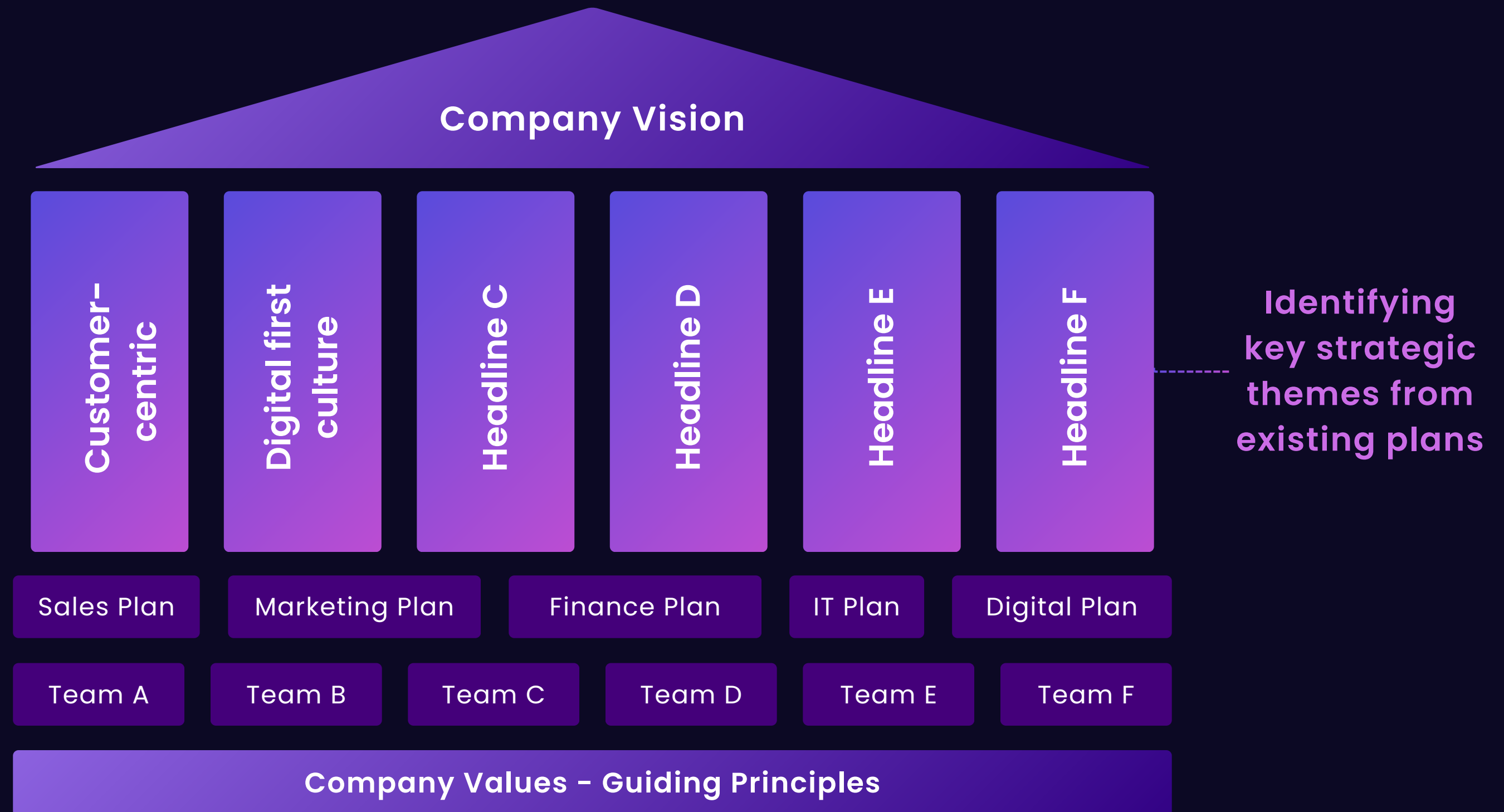
Headline C

Headline D

Headline E

Headline F

CREATE A HOLISTIC STRATEGIC FRAMEWORK



BUILDING AN IMPLEMENTATION ROADMAP

Execution
framework



Resource
allocation



Feedback &
learning loops



Governance &
change mgmt

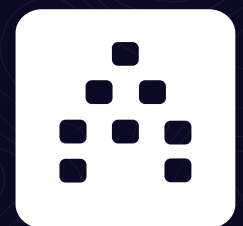


Dynamic
monitoring



Sometimes the best way to
move forward is by starting
from where you are and
working backwards to reveal
the ***bigger picture.***

TRANSFORM THE WAY
YOU DO STRATEGY.



cascade

WHY YOU SHOULD YOU CONSIDER USING A STRATEGY MANAGEMENT SYSTEM



Focus



Alignment



Accountability



Visibility



Speed



Is your strategy feeling all over the map?

REVENUE

Account Group	Account	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022
Revenue	Revenue - Manufactured Materials	\$120,000	\$108,000	\$96,000	\$102,000	\$108,000	\$110,400
	Revenue - Plastics	\$240,000	\$216,000	\$120,000	\$132,000	\$134,400	\$138,000
	Revenue - Recycled Materials	\$100,000	\$110,000	\$110,000	\$100,000	\$100,000	\$100,000
Revenue Total		\$460,000	\$434,000	\$326,000	\$334,000	\$342,400	\$348,400

EXPENSES

Account Group	Account	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022
COGS	Beginning Inventory	\$70,000	\$60,000	\$50,000	\$52,000	\$52,000	\$52,000
	Cost of Direct Labor	\$15,000	\$10,000	\$30,000	\$31,000	\$33,000	\$34,000
	Ending Inventory	-\$20,000	-\$18,000	-\$25,000	-\$24,000	-\$25,000	-\$25,000
	Overhead Manufacturing Cost	\$20,000	\$18,000	\$25,000	\$24,000	\$25,000	\$25,000
COGS Total		\$75,000	\$60,000	\$85,000	\$87,000	\$85,000	\$96,000
Non Operating Expense		\$7,700	\$9,100	\$8,700	\$8,000	\$9,400	\$9,000
Expenses Total		\$82,700	\$69,100	\$93,700	\$95,000	\$94,400	\$105,000

CA ANZ Strategic Plan – Difference Makers

OUR PURPOSE: We support our members to make a difference in the communities in which they work and live. We are committed to advancing the profession through high ethical standards, delivering world class services and education and advocating for the public good.

KEY PILLARS: World class member experience, Our brand and influence, Sustainable profession and professional body, Digital transformation and delivery, A culture of Difference Makers.

FOCUS AREAS: Understanding our members' needs, Member learning & support, Our brand and influence, Privacy, regulatory and compliance excellence, Elevating the CA difference, Membership diversity, Sustainable "recycling" model, Enhanced governance & assurance, Getting the foundation right, Digital experience, Digital team experience, Organizational rights & flexibility, Putting our potential to work, Inclusion & diverse culture.

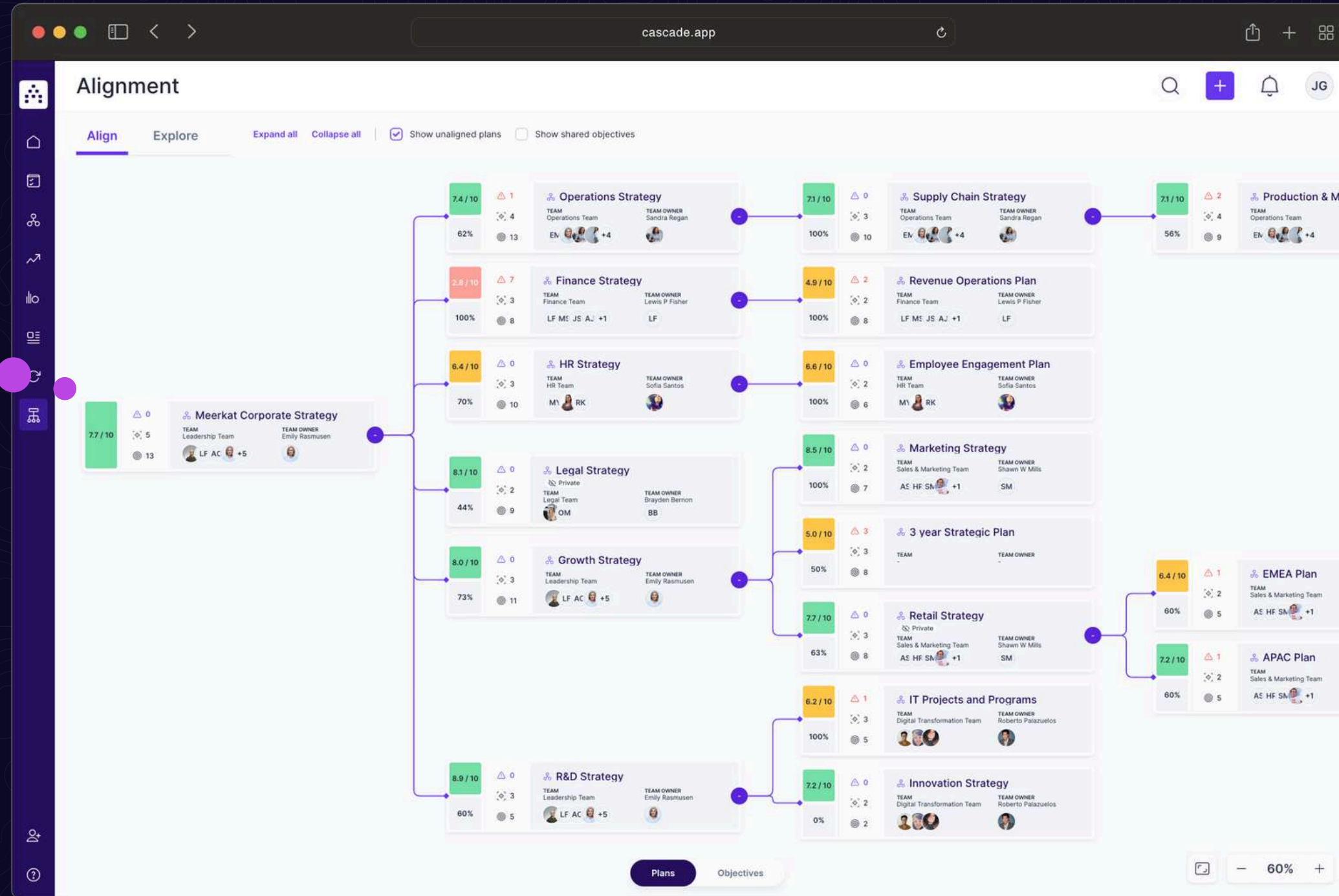
INITIATIVES: Member insights, Bold, visible advocacy and thought leadership, Sourcing the talent of the future, IT foundations, Integrated talent management, Multi-channel engagement strategy, Market-leading professional standards and conduct, Future membership programs and pathways, Data strategy and architecture, Leadership, Tailored professional development, Difference Makers, Adaptive organisation, Data, business intelligence & analytics, Workplace flexibility, Relevant member support, Digital newsroom, Sustainability, Digital capability and culture, Inclusion and diversity strategy, Personalised engagement model, Enhanced assurance, Seamless digital experience platform, Wellbeing strategy, Best practice governance, Personalised user experience.

OUR CHARTER: Membership Body, Advocacy, Regulator, Tertiary Provider. OUR VALUES: Collaborate, Integrity, Diversity, Accountability, Grow.

Corresponding Connections - FP&O

Date	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022
Revenue Total (\$)	\$420,000	\$372,000	\$300,000	\$320,400	\$332,400	\$340,800
Revenue Stream 1 (\$)	\$120,000	\$108,000	\$96,000	\$102,000	\$108,000	\$110,400
Revenue Stream 2 (\$)	\$240,000	\$216,000	\$120,000	\$132,000	\$134,400	\$138,000
Revenue Stream 3 (\$)	\$60,000	\$48,000	\$84,000	\$86,400	\$90,000	\$92,400
COGS Total (\$)	\$135,000	\$110,000	\$120,000	\$124,000	\$129,000	\$132,000
Beginning Inventory (\$)	\$70,000	\$60,000	\$50,000	\$52,000	\$53,000	\$54,000
Cost of Direct Labor (\$)	\$15,000	\$10,000	\$30,000	\$31,000	\$33,000	\$34,000
Ending Inventory (\$)	-\$20,000	-\$18,000	-\$25,000	-\$24,000	-\$25,000	-\$25,000
Manufacturing Cost (\$)	\$20,000	\$18,000	\$25,000	\$24,000	\$25,000	\$25,000
Purchase (\$)	\$50,000	\$40,000	\$40,000	\$41,000	\$43,000	\$44,000
Expenses Total	\$7,700	\$9,100	\$8,700	\$8,000	\$9,400	\$9,000

Year	2009	2010	2011
Revenue	\$18,840	\$17,628	\$16,368
Expenses	\$3,000	\$3,972	\$3,588
Net Income	\$15,840	\$13,656	\$12,780
Equipment	\$5,556	\$5,424	\$5,784
Utilities	\$5,604	\$5,556	\$5,700
Rent	\$1,476	\$1,104	\$696



No more slow decision-making.

No more slow decision-making.

No more working in silos.

No more slow decision-making.

No more working in silos.

No more wasted time.

PLAN · EXECUTE · TRACK

**Accelerate with
Cascade's simple
but powerful
formula.**



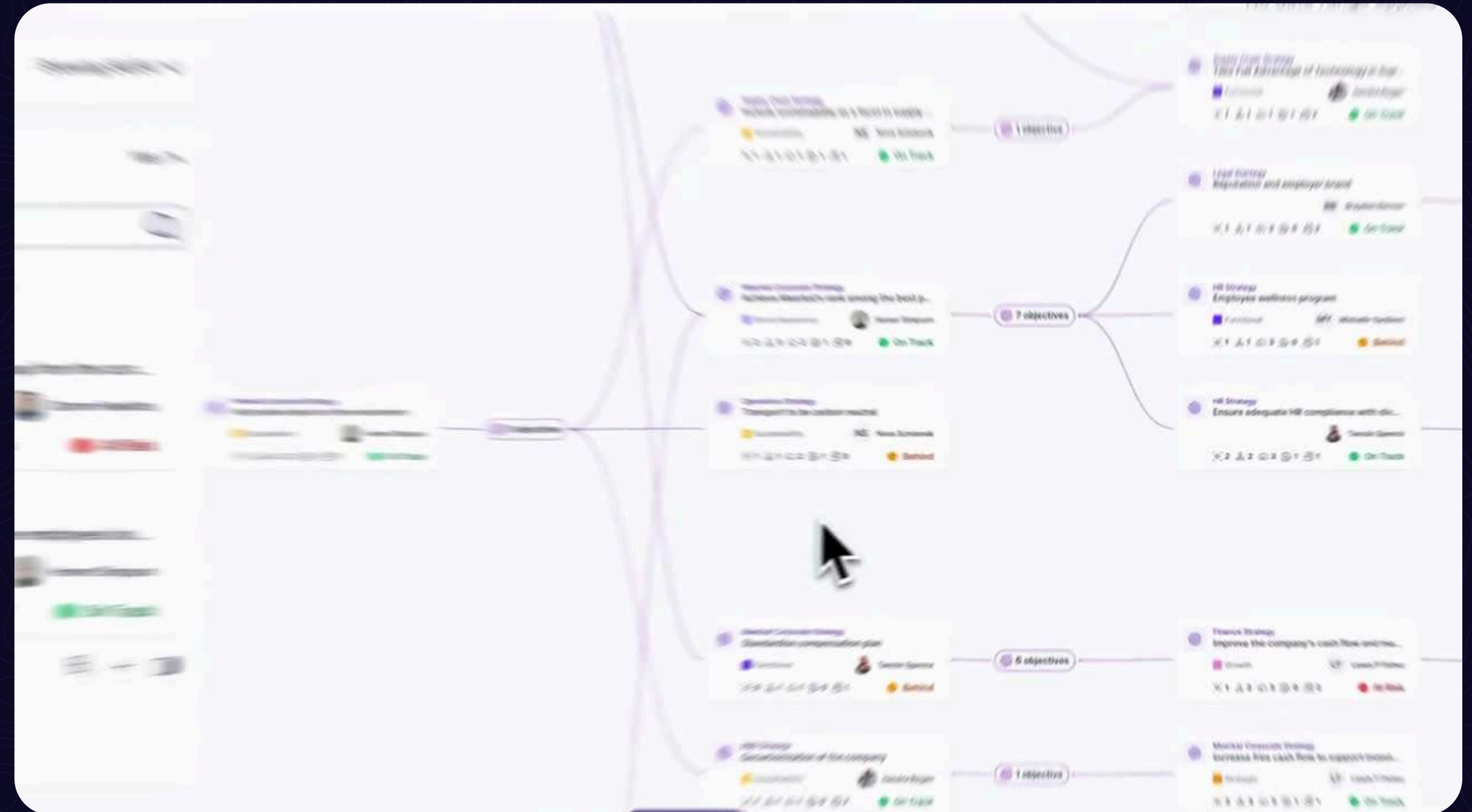
PLAN

The screenshot displays a software interface for managing a plan. On the left is a dark purple sidebar with icons for home, calendar, network, line graph, settings, list, refresh, and a gear. The main content area is white and titled "Plan details" with a "Reorder plan" button. Below the title are three plan items:

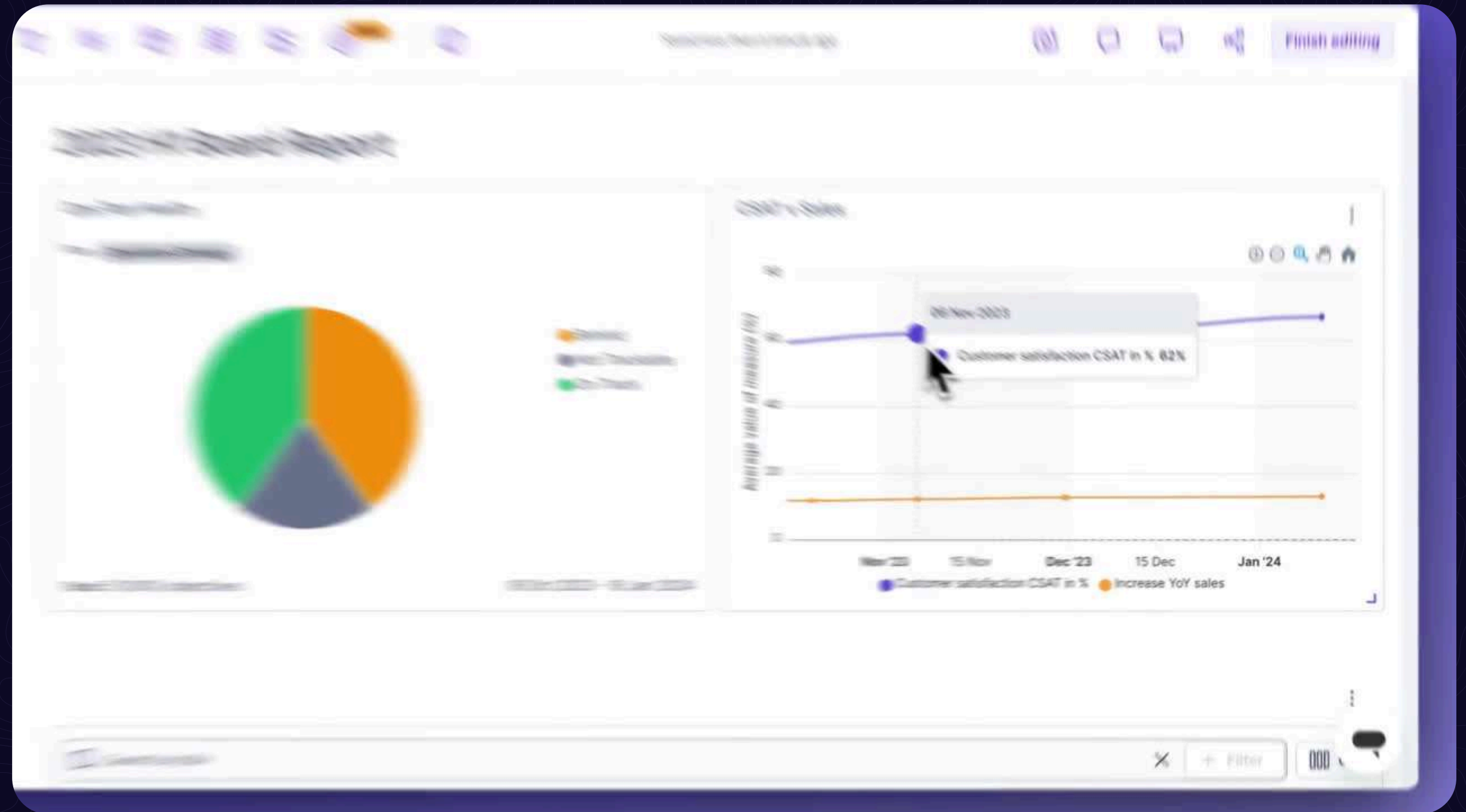
- Sustainability** (Operational): Represented by a target icon and a blue square.
- Tech Transformation** (Transformation): Represented by a target icon and a yellow square.
- Modernize and streamline processes at all plant locations** (Operational): Represented by a target icon and a green square.

A mouse cursor is hovering over the "Modernize and streamline processes at all plant locations" item. A plus sign icon is visible between the "Tech Transformation" and "Modernize and streamline processes" items.

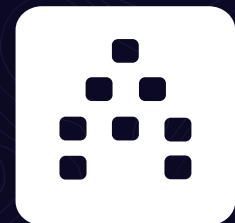
EXECUTE



TRACK



Book a demo



cascade

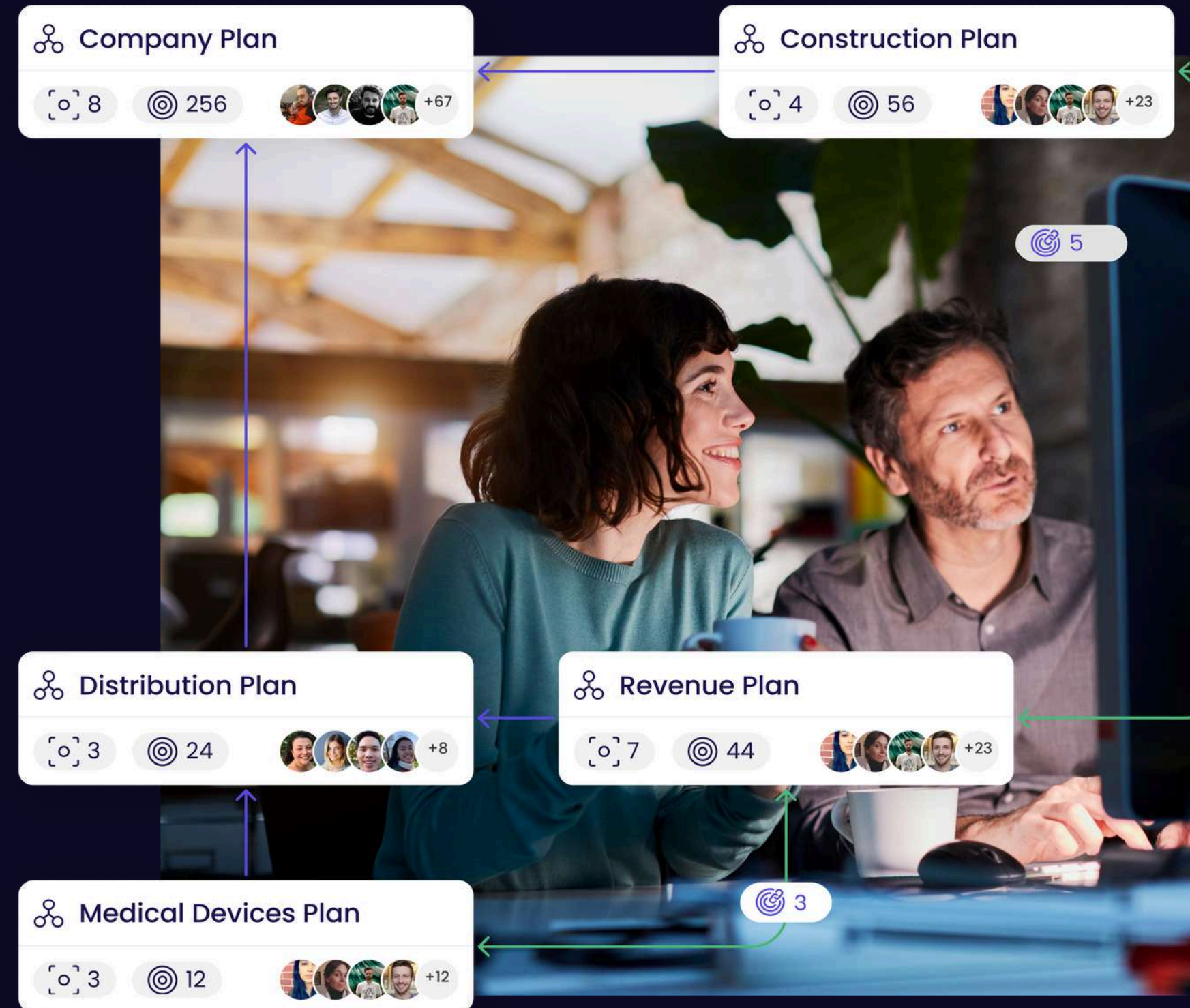
90% OF STRATEGIES FAIL BE PART OF THE 10%



Q & A

Let's do this!

Happy Cascading!



Hide alignment

Go to plan