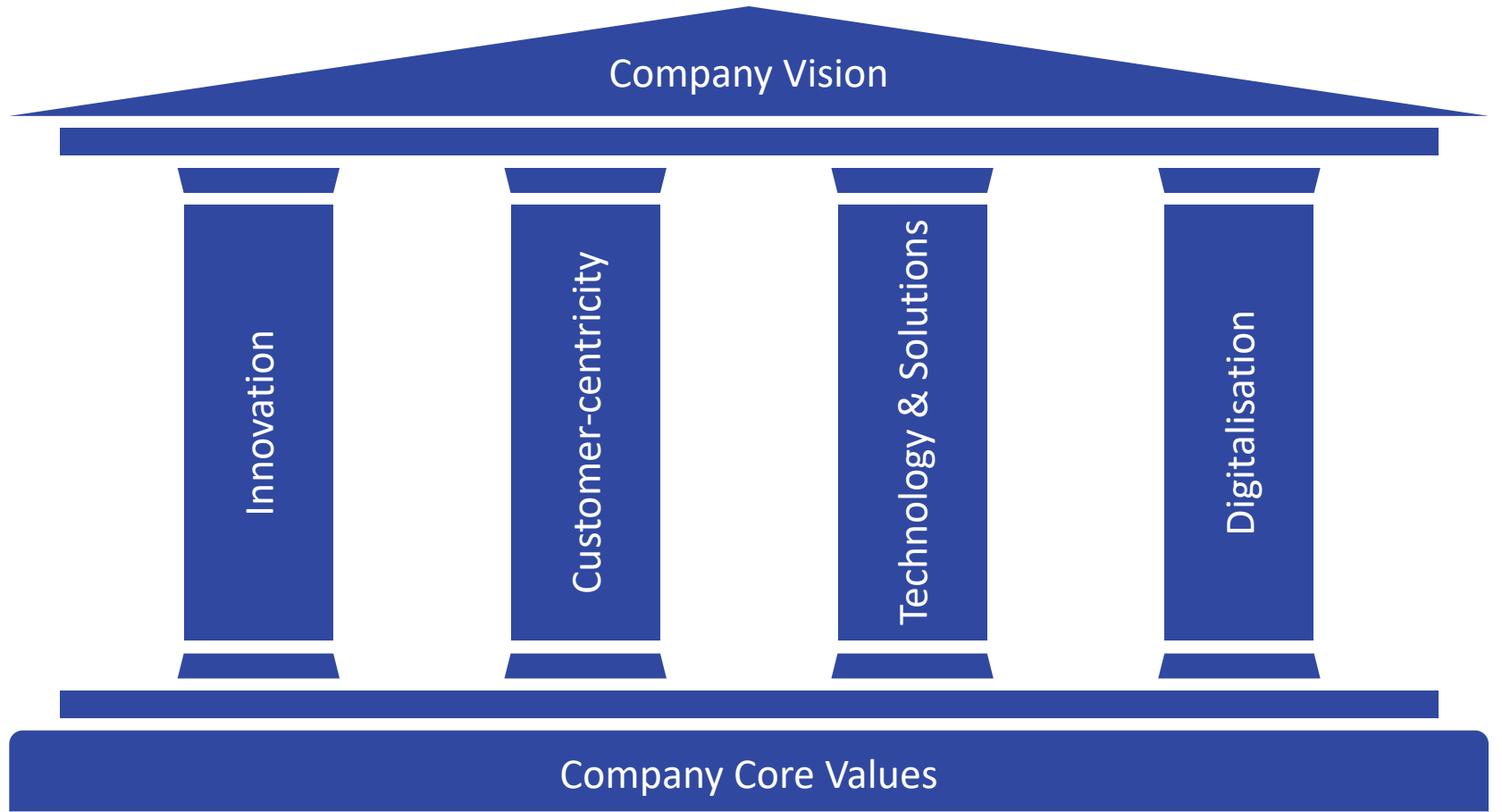
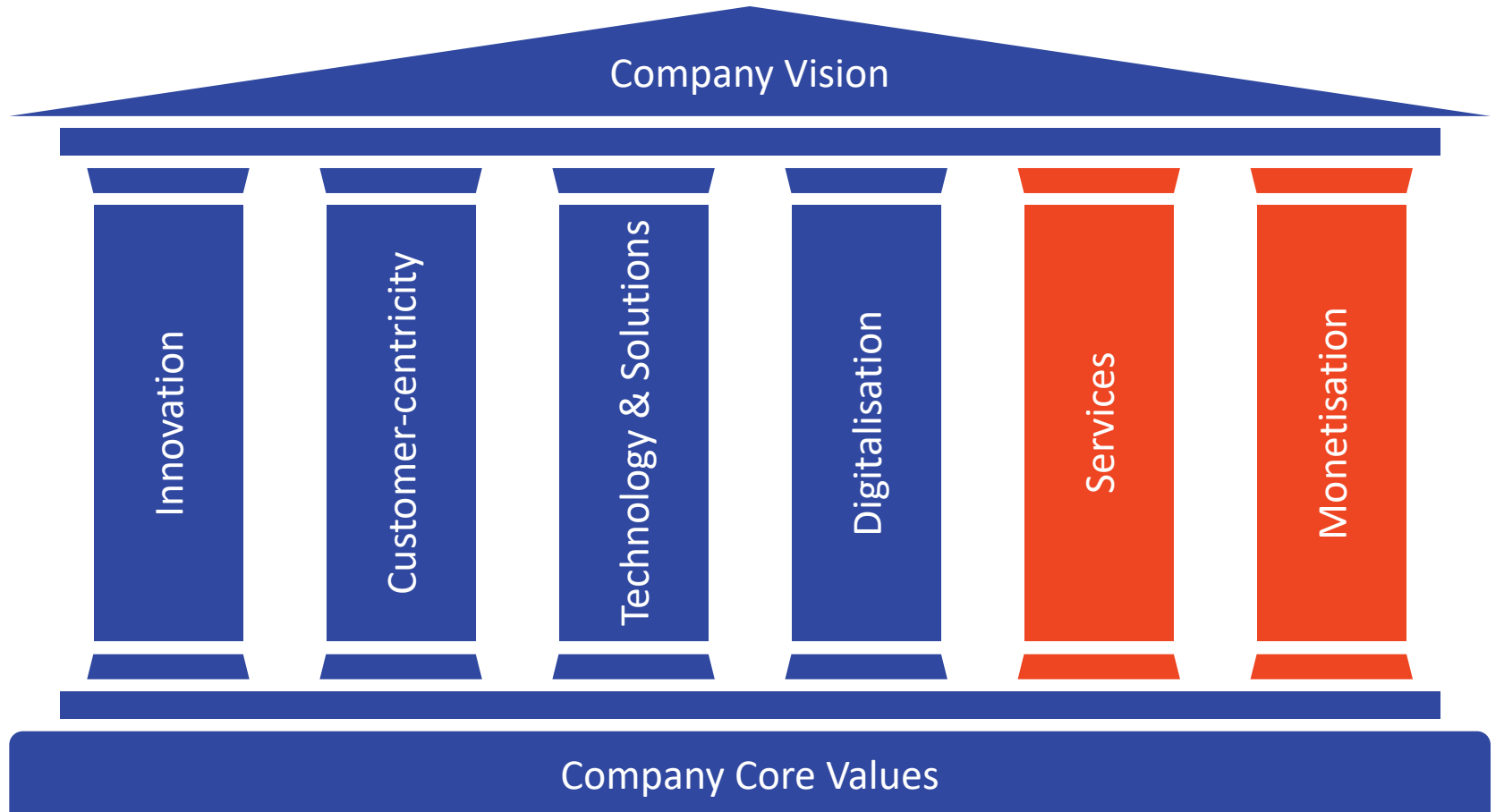


How to define your winning service strategy that get buy-in

Executive Service Roundtable - 2022





We need a strategic approach to succeed

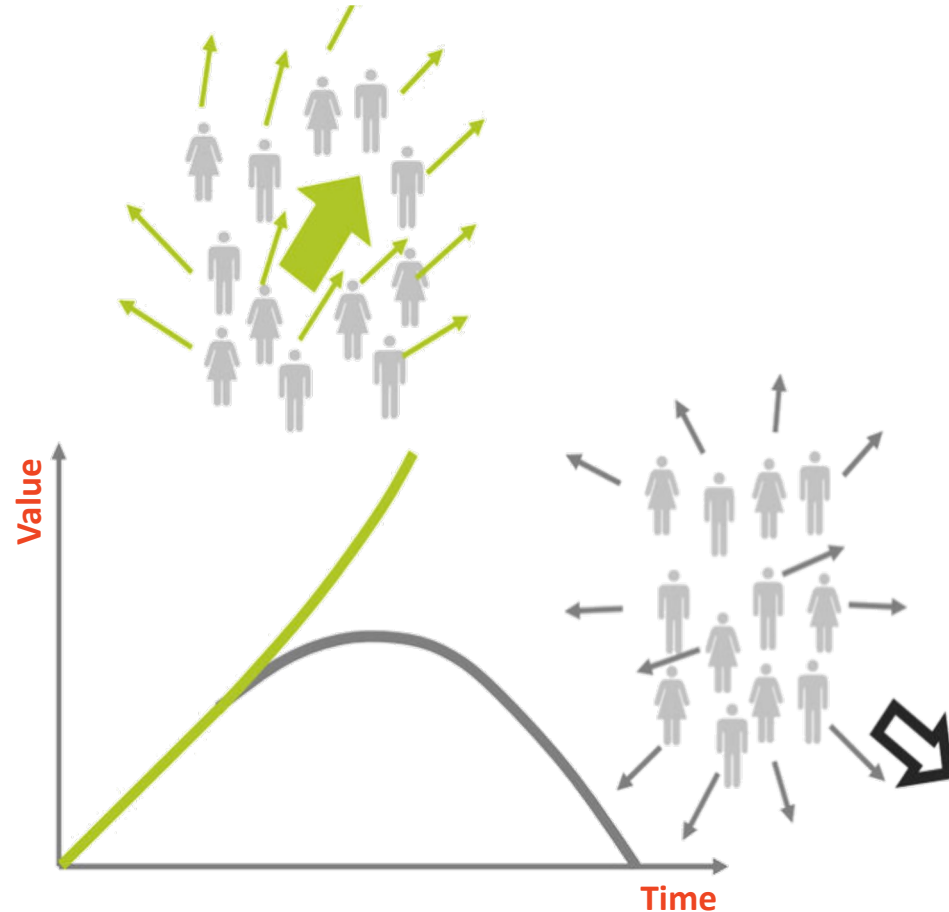
Transition services from an operational function to a strategic business line

Service transformation

- Advanced services
- Data-driven
- Digitalisation
- Business integration

Uncertainty

Avoid doing a lot without results and winning



Here is the challenge with strategies (not only in service)



How to define a winning service strategy

Why do traditional approaches not work?

7 step-process to define a winning strategy

What about “Strategic Insights”

moreMomentum Service Community

We empower service leadership and innovation teams with vital knowledge, insights and information they need to accelerate their service transformation and growth.

As community, we develop, share and apply emerging models, practices and strategies about service business and business innovation.

Activities are:

- Community meetings and events
- Global Service Transformation Benchmark
- Service Academy



The Executive Service Roundtable

Every month

Short and to the point

Participants choose topics

Practitioners only



Executive Service Roundtable - How to define winning service strategies that get buy-in ©moreMomentum - 2022

Agenda

1. Presentation to catalyse the discussion



2. Insights from the Service Transformation Benchmark



3. Discussion



How to define a winning service strategy

Why do traditional approaches not work?

7 step-process to define a winning strategy

What about “Strategic Insights”

The traditional process

Key characteristics

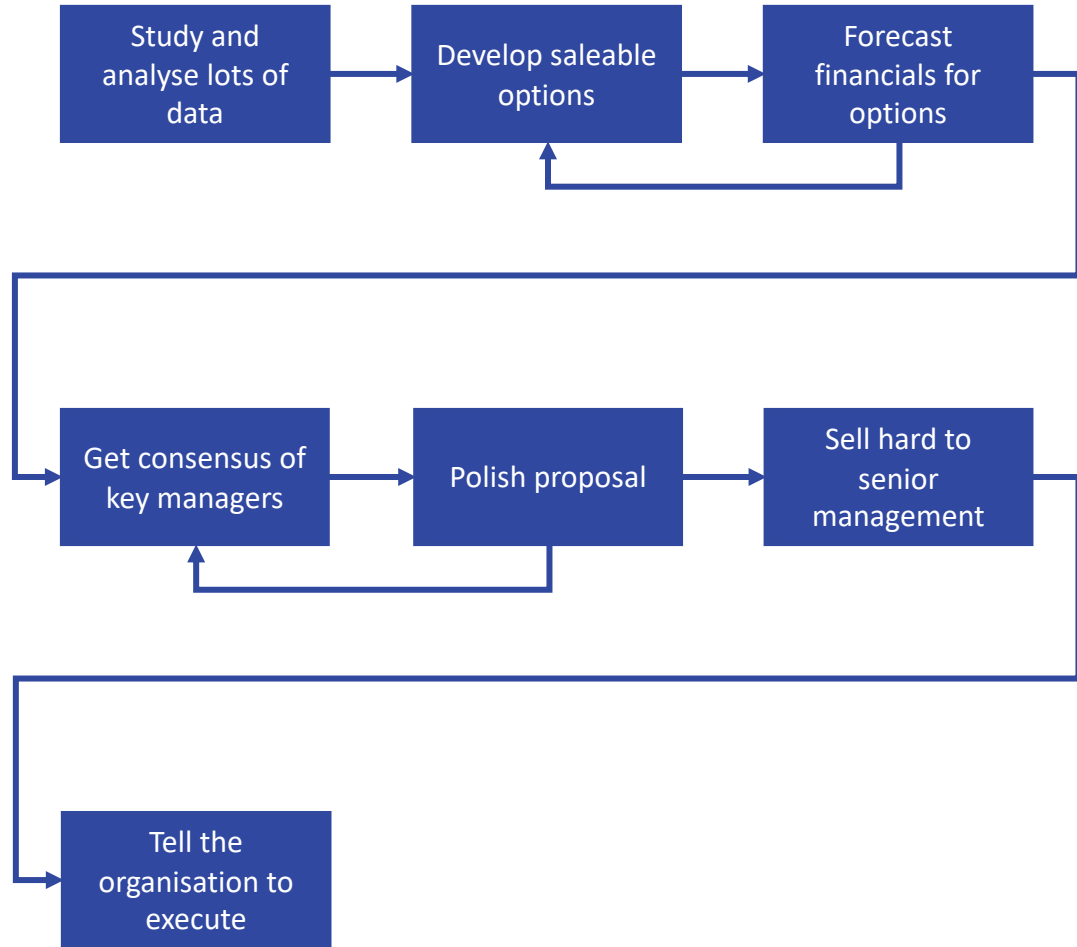
Project team and/or consultant do rigorous and broad analysis

Practical options emerge, close to current business

Financial criteria (ROI) are dominant

Dragons den and compromises determine the choice - early

Hard push and further compromises to get decision



The result

Poor strategy

No creativity or imagination for a differentiating strategy to win

Weak compromises

No clear choices and direction

Not well-grounded

Low buy-in

Political discussions and power-play

Too many people disengage early

Too expensive process

How to define a winning service strategy

Why do traditional approaches not work?

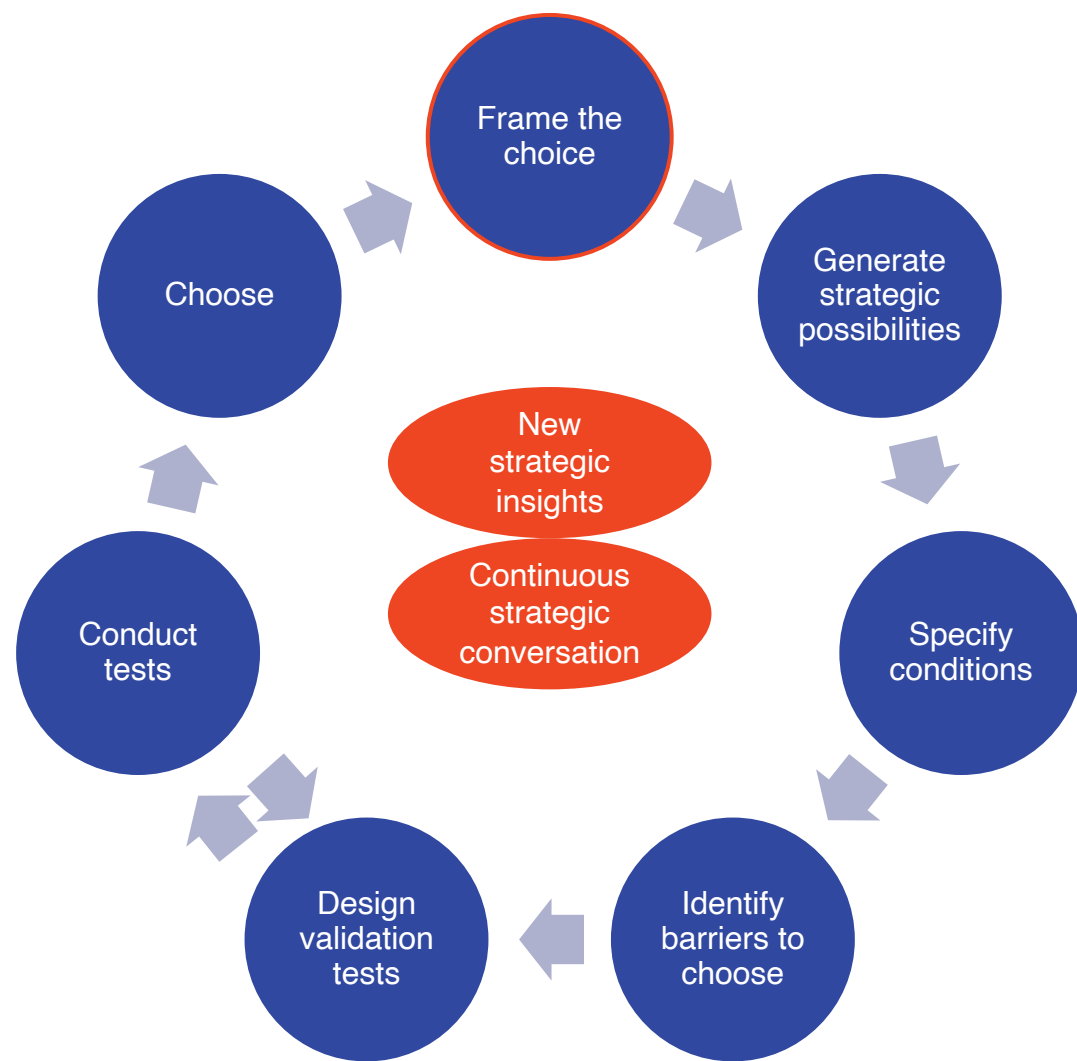
7 step-process to define a winning strategy

What about “Strategic Insights”

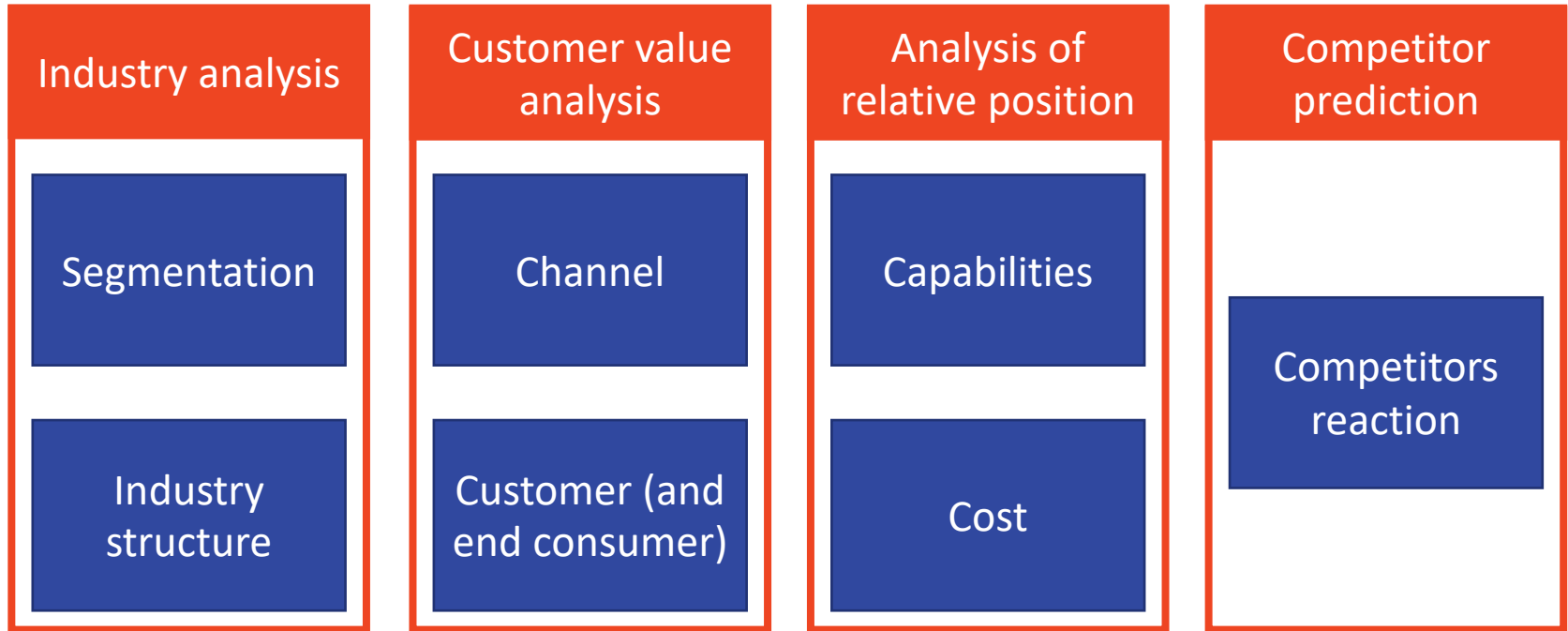
7 steps to reverse-engineer your strategy with stakeholders

Key characteristics

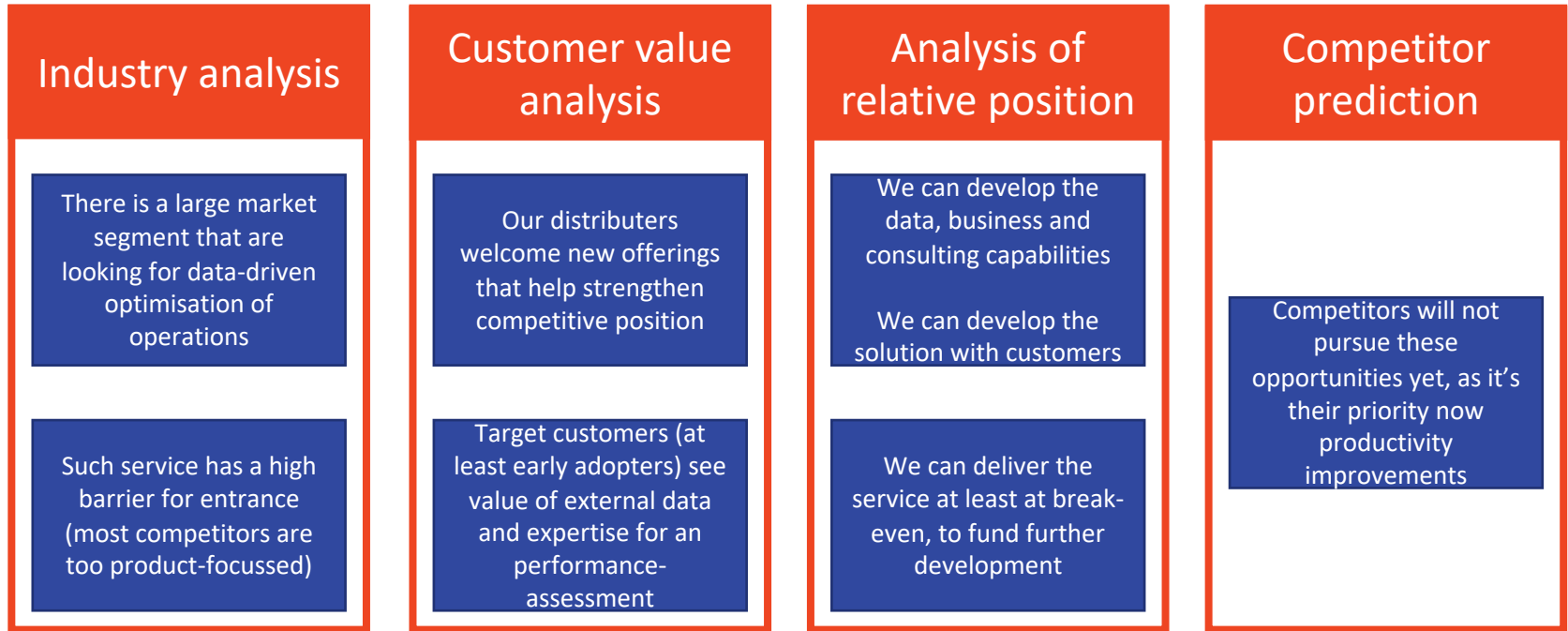
- Compelling reason to act – frame
- More attention for recent strategic insights
- Imagination and creativity for new and differentiating strategies
- High level of involvement of stakeholders
- Focused analysis what matters
- More agility possible (quarterly review and adjustment of strategy)



Assessing the strategic options



An example: strategic possibility to launch an data-driven assessment of operations for customers



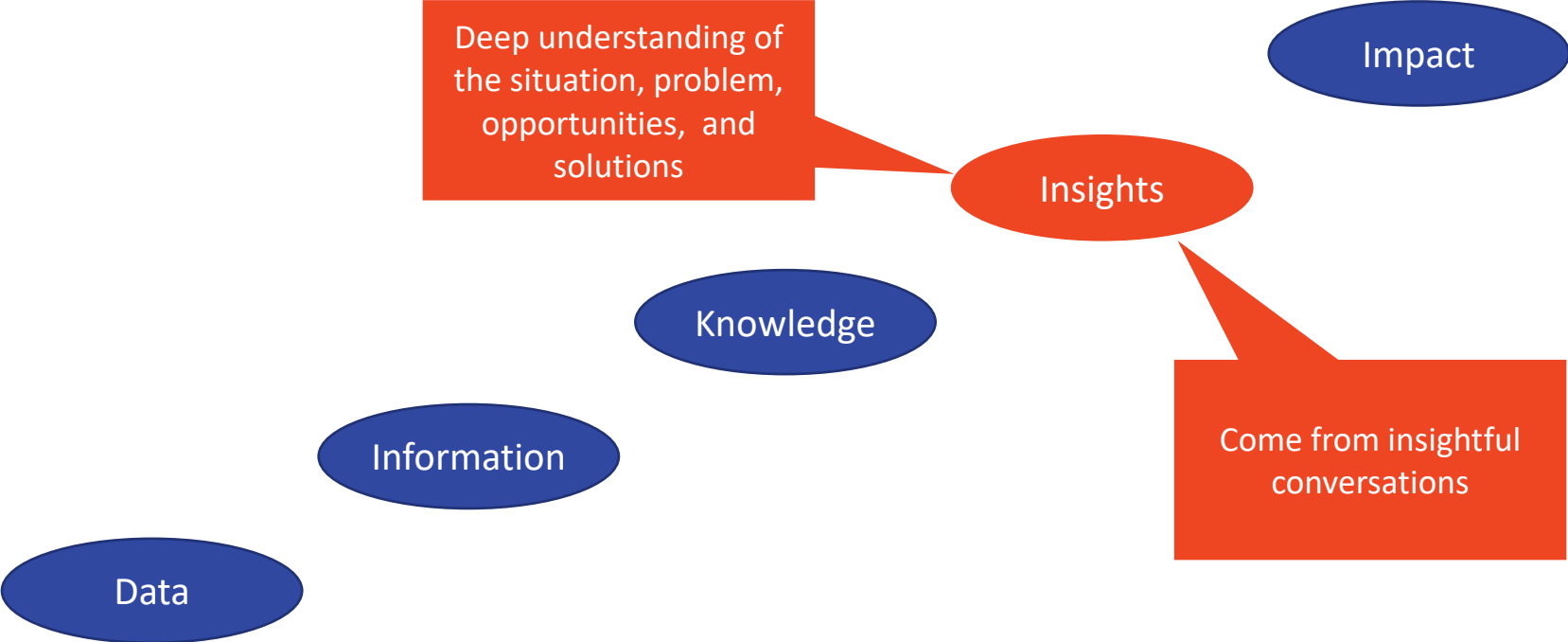
How to define a winning service strategy

Why do traditional approaches not work?

7 step-process to define a winning strategy

What about “Strategic Insights”

Strategic insights and conversations



A few essential capabilities for strategy definition

Bringing the outside in

Strategic thinking, beyond business-as-usual

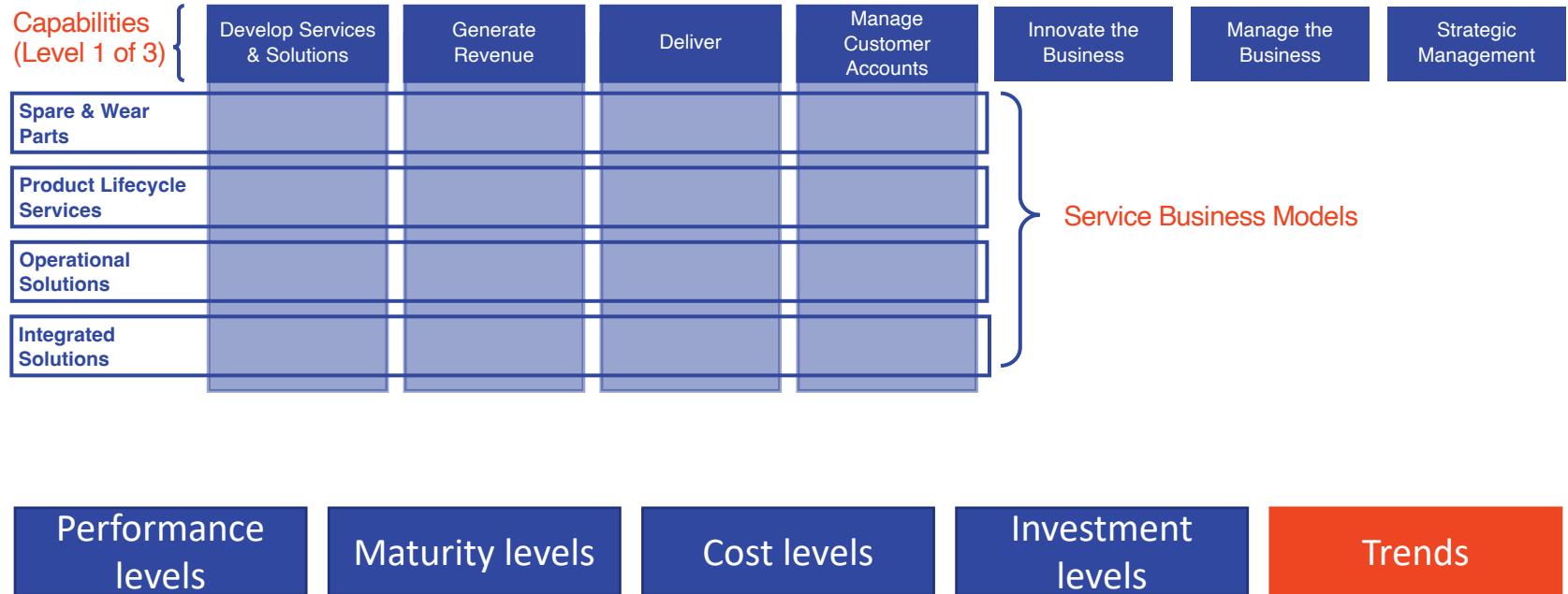
Developing new insights

Having insightful conversations (internally and externally)

From the Service Transformation Benchmark

Summarised

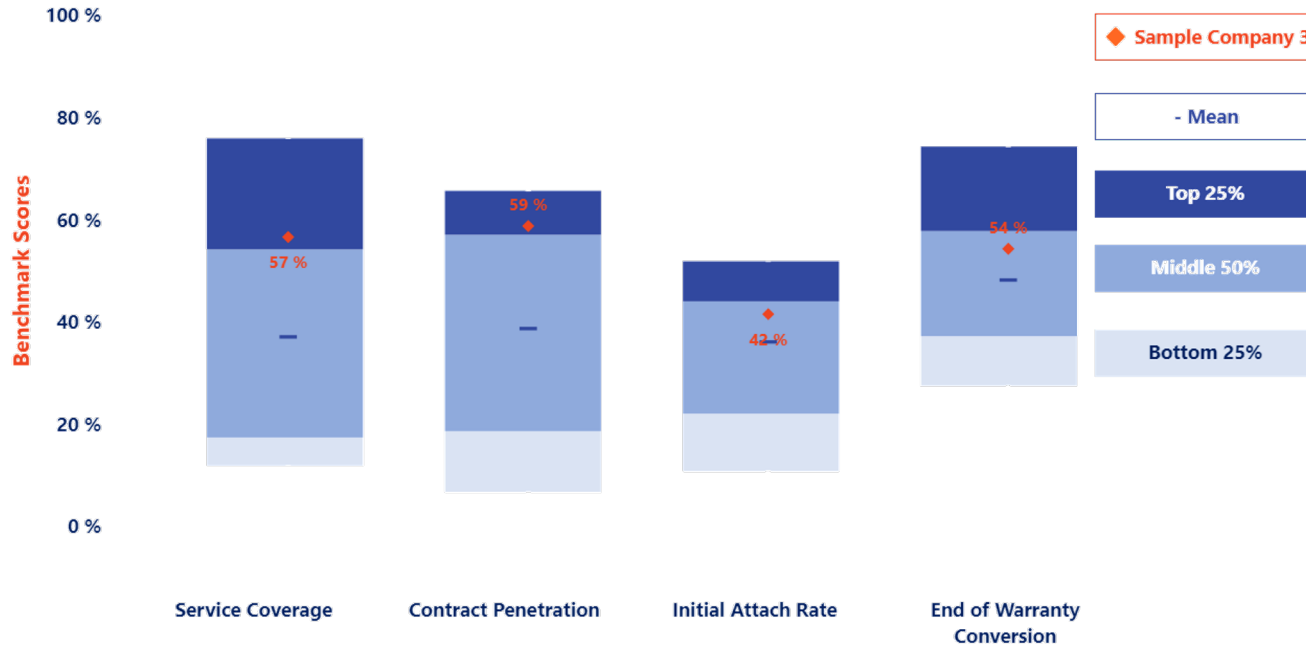
Multi-level capability model as backbone



Comparing performance and maturity

Benchmark of Performance Levels for 'Commercial Success'

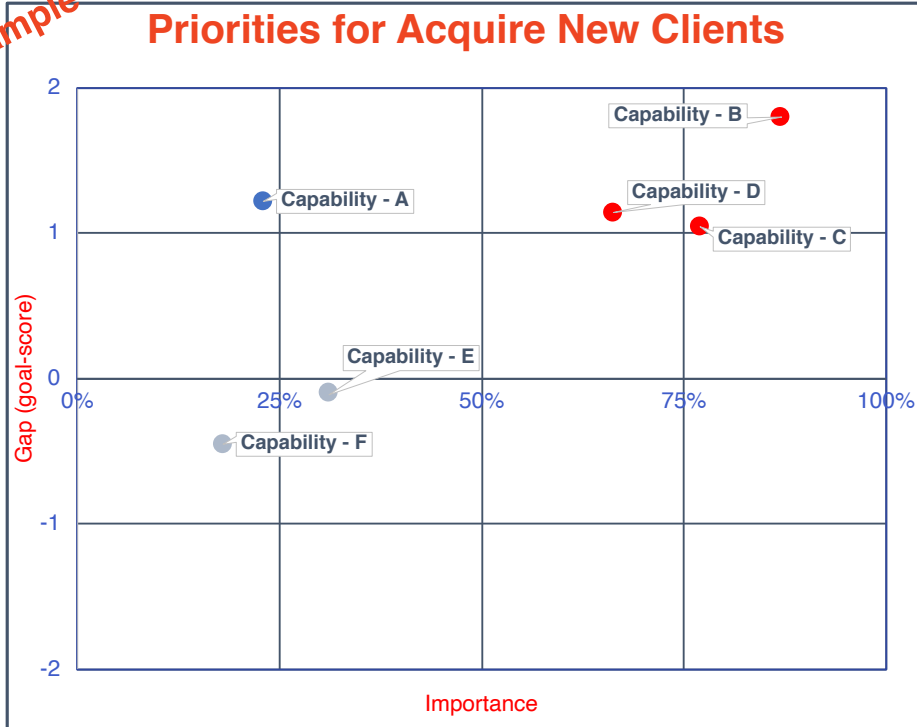
Comparison of Sample Company 3 against the benchmark



This graph is an example, displaying random dummy data. As such, it does not represent any actual insights.

Suggesting your priority matrix

Sample

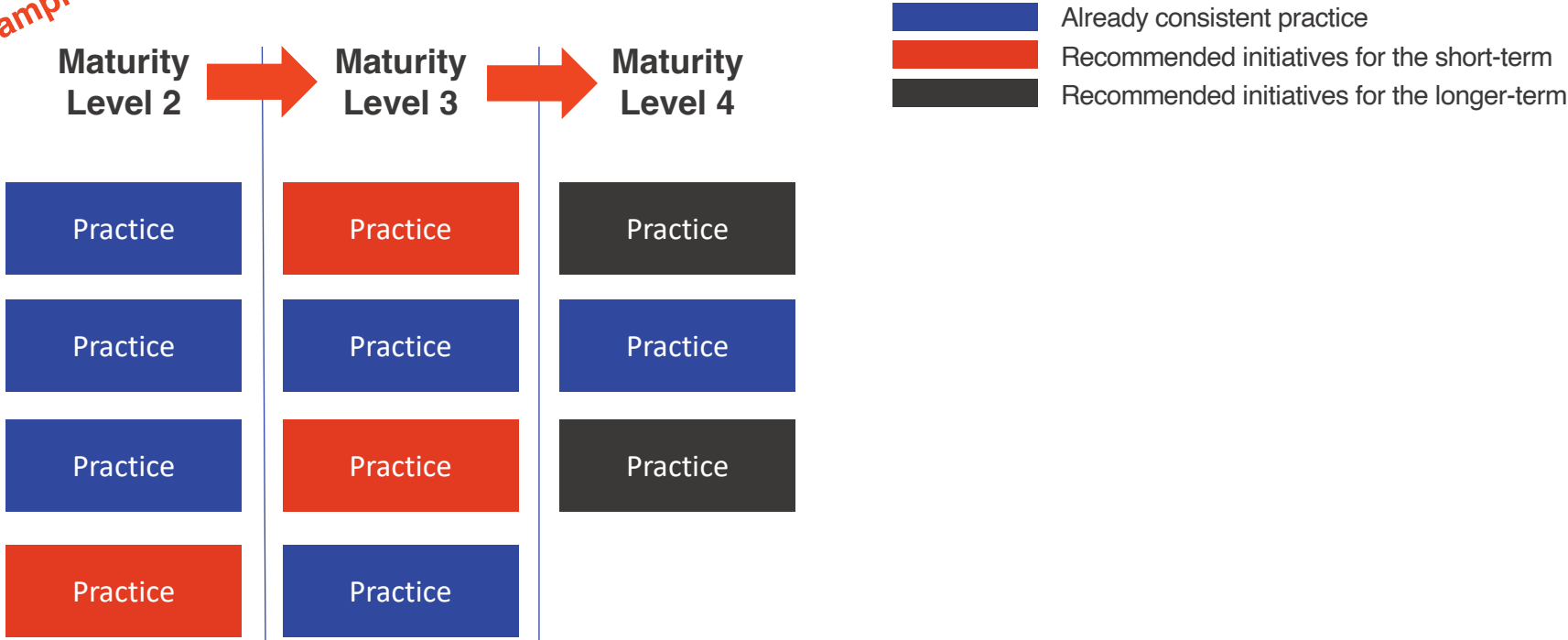


- Recommended priority
- Address if capacity is sufficient
- Maintain maturity level

This graph is an example, displaying random dummy data. As such, it does not represent any actual insights.

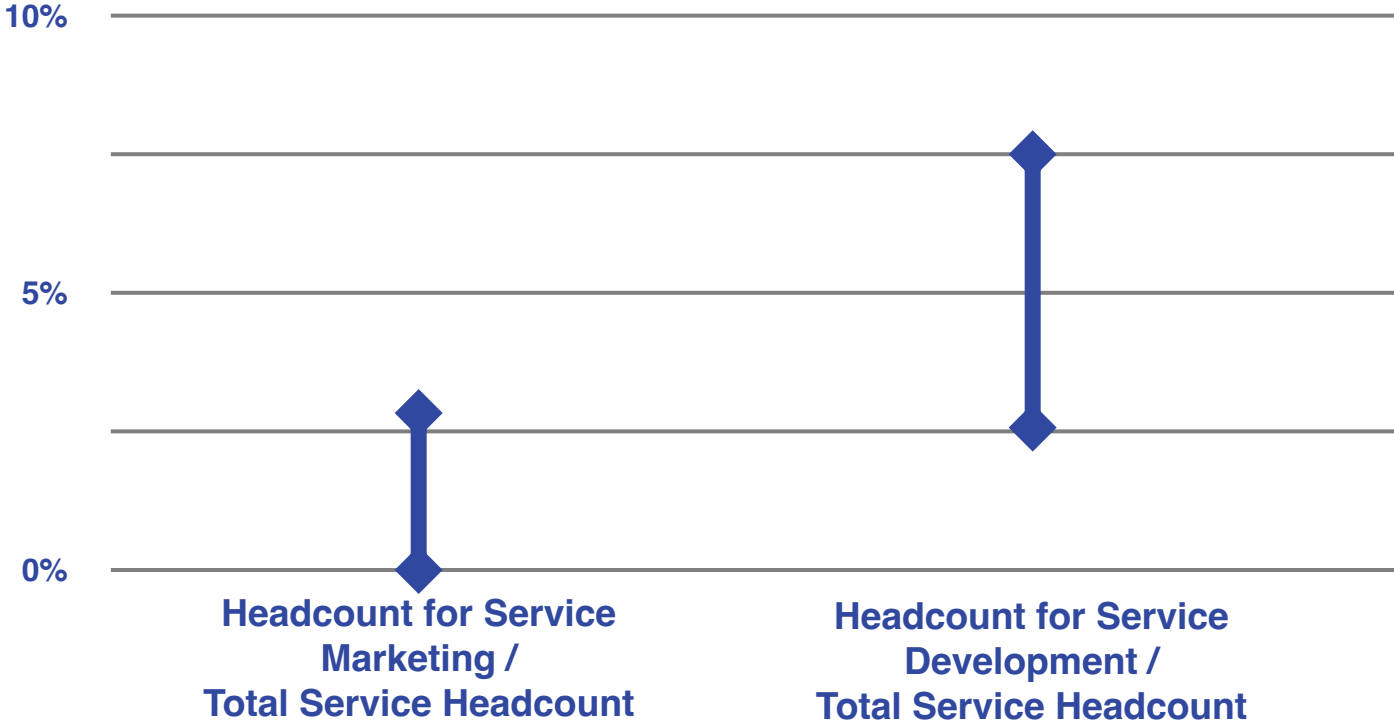
Suggesting projects for your Road to Success

Sample



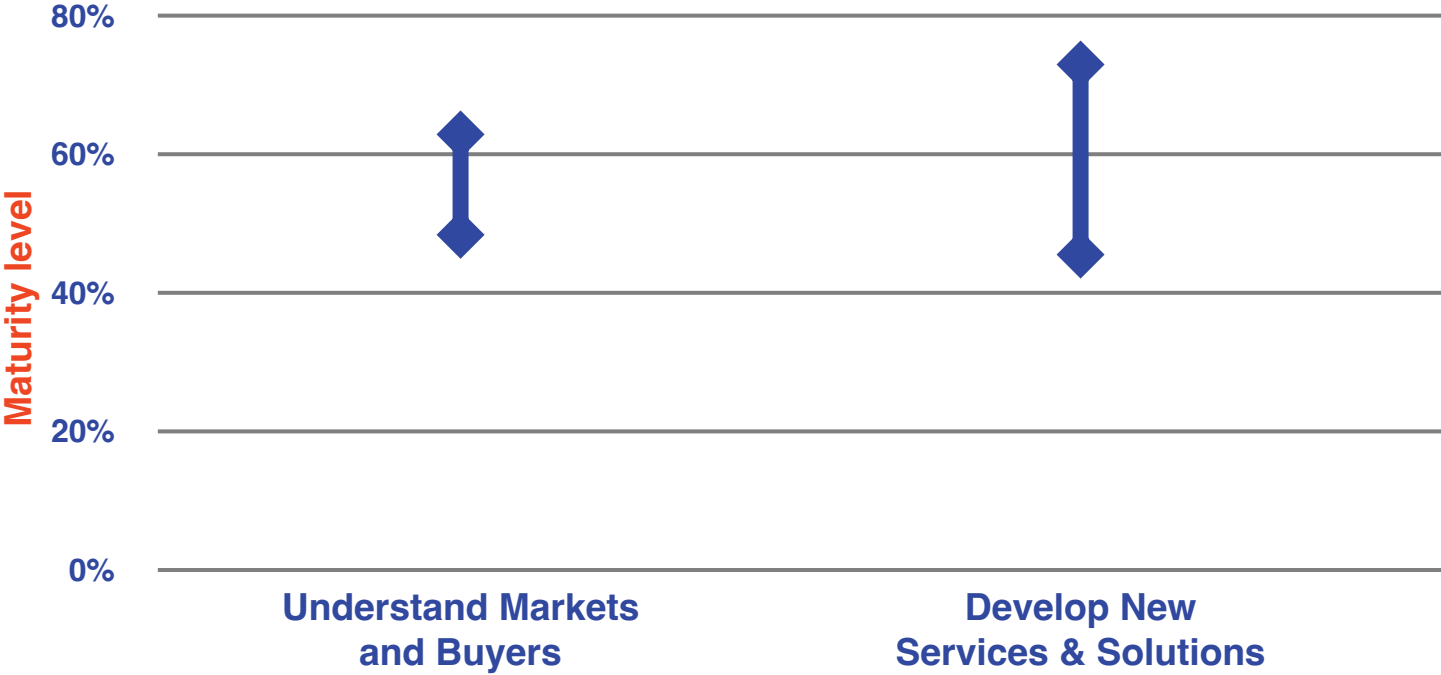
Little capacity for service & market development

From the Service Transformation Benchmark



Limited capabilities to develop desirable services

From the Service Transformation Benchmark



Suggested topics for discussion



How do you develop and manage your strategy?



How do you keep stakeholders involved?



How do you keep service teams involved?

Quick intro

Name

Position

Company name

Industry



Next Executive Service Roundtables

Identifying growth opportunities for services

January 24 th	16:00-17:30 CET	/	10:00-11:30 ET
January 25 th	10:00-11:30 CET	/	16:00-17:30 SGT

How to launch new services successfully

February 21 st	16:00-17:30 CET	/	10:00-11:30 ET
February 22 nd	10:00-11:30 CET	/	16:00-17:30 SGT

How to anticipate digital market disruption in service

March 21 st	16:00-17:30 CET	/	10:00-11:30 ET
March 22 nd	10:00-11:30 CET	/	16:00-17:30 SGT

Choosing next topics (poll)

You will receive

- Slides and recording of the presentation
- Invitation for next Executive Service Roundtable
- Information about the:
 - Service Transformation Benchmark
 - Service Community Peer Groups
 - Service Transformation Summit (coming soon)



Get up-to-date knowledge, insights and information

and empower your service leadership and innovation teams to accelerate your (digital) service transformation and boost growth.

Schedule my discovery call



Lead the service transformation



Drive growth of your service business



Have services on the strategic agenda



Build critical mass in your teams





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