EXPERIENCE AUTOMATION

FROM BRAND SILO TO AN AUTOMATION POWERHOUSE

CALADE

SITUATION

The Group-wide Automation Ramp-Up program stalled and led to the following problems:

- More than 100 employees worked without a common focus (no common ground and lack of a joint vision)
- Different priorities and brand interests hindered decision-making processes
- No aligned KPIs
- Lack of capacity
- Plenty of activity with little progress
- Frustration among management and the teams

OUR APPROACH

- Facilitation of an executive workshop to develop common goals, KPIs, capacity and No-Gos
- Development of end-to-end flow analyses
- Joint implementation of a value stream cut
- Design of TI and Strategy Sprints
- Helping portfolio decision-making, with WSJF
- Establishing an operating model and rhythm
- Help to identify effective practices and then scale them up

RESULT

- Establish a clear, common vision and KPIs across brands/regions.
- Synchronized rhythm of decisions, demos and delivery capability — less friction, higher commitment.

- Portfolio prioritized by economic contribution; noticeably less work-in-progress.
- Backlog cuts aligned with customer value; better forecasting quality in the plans.
- First functional automation packages delivered bundled; acceptance from customers and sales increased.

CUSTOMER QUOTES

"The Living Transformation® has taken us from parallel brand thinking to a joint and focused automation sprint in short time."

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