



Introduction

In early 2022, a membership association with around 70 employees welcomed a new CEO onboard, tasked with steering the organization through a period of significant change and expansion over the next three years.

Recognizing the need for outside expertise to assess and enhance the organization's capabilities, the CEO enlisted the help of Peak.





The Challenge

The organization grappled with a host of issues, including role ambiguity, cultural misalignment, outdated systems, staffing shortages, and a lack of HR support. These hurdles impeded the execution of growth strategies and stifled collaboration and innovation. Simplifying processes and instilling accountability while fostering a highperformance culture emerged as pressing needs.

Goals and Timelines: The transformation initiative aimed to align capabilities to meet aggressive growth targets, promote collaboration and innovation, and nurture a high-performance culture. Key milestones included presenting assessment outcomes to the Board by November 2022, announcing executive leadership changes in early January 2023, and delivering detailed organizational structures for Sales and Product departments by April 2023.

Peak's Approach:

Peak dove into a series of activities aimed at addressing the organization's challenges and aligning its capabilities with ambitious growth plans:

Stakeholder Interviews: Conversations with the Leadership Team offered valuable insights into existing hurdles and potential opportunities.

Comprehensive Assessment: Peak delivered a detailed report based on interview findings, offering recommendations across organizational structure, culture, processes, and technology.

Job Descriptions: Critical management roles were redefined to ensure they aligned with strategic objectives.

Change Management Support: From crafting organizational charts to facilitating communication efforts, Peak guided the implementation of a new leadership team structure.

Organizational Design: Detailed efforts were made to revamp Sales and Product departments, clarifying priorities, suggesting structural adjustments, and defining job roles.

Executive Dashboard: An interactive tool was developed to empower the Leadership Team in tracking revenue and strategic progress effectively.





The Impact

Peak's recommendations brought about substantial positive changes within the organization:

Swift Leadership Changes:

Immediate implementation of leadership team adjustments based on Peak's insights.

Improved Clarity and Accountability:

Organizational changes garnered a positive response from leaders and staff, enhancing role clarity and accountability.

Streamlined Operations:

Detailed organizational design recommendations for Sales and Product functions laid the groundwork for operational efficiency and improved performance.

CONCLUSION:

Together with Peak's strategic guidance and the dedicated efforts of the organization's leadership team, this transformation has not only addressed immediate challenges but also fortified the association for enduring success. By embracing change and fostering a culture of innovation, the organization has not merely charted a new course; it has set sail on a journey toward continued growth, resilience, and excellence in its industry.

As the winds of change propel the organization forward, the lessons learned and the foundations laid during this transformative period will serve as guiding stars, illuminating the path toward a future defined by achievement, collaboration, and purposeful impact.



Learn more at www.peakadvisoryconsulting.com

