

A competitive advantage by enhancing cross functional working

Situation

- External drivers had accelerated the need for a Medical capability of a Medical device company to have a strong presence with its customers
- Many changes in personnel had occurred in this function
- A new leader had been appointed
- Sales and marketing organisation were looking to the medical team for increased value
- Employees were strong players within their roles but very little cross functional understanding existed

Action

- Collected data by interviewing the commercial teams and the medical team.
- Constructed a value proposition with the leadership team and identified key issues and how success would be measured
- Facilitated the development of action plans
- Supported implementation by proposing communication, tracking and reinforcement mechanisms

Result

- The medical function leadership team were clearer about their value proposition and had practical actions to move them towards realizing their value