

Head - restructuring of the logistics and selling organisation in Europe.

BACKGROUND

HEAD is the leading manufacturer and marketing specialist in the field of sports equipment/licences. HEAD is listed on the stock exchange and produces skis, ski boots, tennis rackets, diving equipment at producing units in Austria, Czech Republic, China and USA.

In the logistics and selling organisation in Europe a large project was conducted. Besides centralisation, higher efficiency and improvements in services the goal was also significant cost cuttings in the selling organisation.

imPlus supported the company in the design and implementation of this project over a period of 1 1/2 years.

APPROACH

The main task was to set up and to support the design of the large project professionally. imPlus supplied the following consulting services:

1. Organisational diagnosis
2. Check of the organisational structures and processes in the selling organisation
3. Assessment and evaluation of the best project management tools
4. Support and coaching of the project managers

SIGNIFICANT MILESTONES OF THE PROJECT

Development of project management including project controlling (project acquisition, description and structure including documentation)

Compilation of the project teams including timing of the project and the resources

Support of the project manager including detailed consulting



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European

Professional

Personal

LESSONS LEARNT

During the complex process of this project many interesting things happened whereby the client and the consultant were able to learn something new:

Structural changes within a selling structure which has been fix for decades cannot always be argued for respectively implemented only rationally and on the basis of saving potential. Extremely irrational and emotional factors are relevant for the success or failure of such a reorganisation, which are difficult to plan or to control by the project management.

imPlus respectively the consulting by Dr. Thomas Böckle was professionally extremely positive and furthering for the progress of the project. The enlistment of the consultant as a sparring partner permitted ongoing feedback and correction if necessary.



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