



Today many global corporations positioned across various industry verticals are faced with an outstanding challenge when it comes to executing their defined strategy. Even when a well-articulated 3- to 5-year mid- to long-term comprehensive strategy is designed and developed, many hurdles are encountered in its operational execution due to relevant ecosystem complexities, as well in balancing multi-stakeholder objectives and aspirations. Once the global strategic plan including a well-defined vision, mission and values has been adopted at a corporate level, organizations should shift their focus to proper execution centering on a healthy and efficient enterprise culture, ensuring full alignment of all business units and resources through a disciplined and managed approach which is essential to achieving the ultimate organizational target: Corporate Performance Management.

Corporate Performance Management institutionalization consists of designing, developing and implementing a performance management framework aligned with enterprise strategic plan, and supporting in the development of a highly efficient performance environment and culture, bringing immediate and measurable benefits to the entire organization:

- **Improved Accountability & Rewarding of Performance:** promoting a beneficiary accountability and associated reward culture, shifting from an unclear performance management governance model to well-defined and monitored roles and responsibilities, delegation, full accountability and performance schemes, processes and procedures
- **Better Data-Driven Decision Making:** making the most of a unified and integrated internal customer-oriented performance management IT system designed to generate pertinent and timely information, empowering corporate, business units and employees in making localized strategic decisions, and achieving set business results
- **Improved Productivity & Business Practices:** setting ambitious targets and measuring means to enable optimal performance, bringing major benefits to the organization as a whole and to all entities and company resources in particular, implementing lean and cost-efficient internal streamlined strategy execution business processes, sustaining business growth in proactively supporting customer operational requests and needs
- **Clearly Defined Direction For Business & Individuals:** promoting full alignment within the organization and ensuring all entities and resources are working towards achieving the same agreed-upon operational goals, consolidating enterprise

strategic direction at all levels with clear, focused allocation of internal assets and human capital resources

- **Optimized Global Results:** optimizing global business output of the organization and developing a result- and performance-oriented business that achieves all strategic targeted results and desired outcomes in a timely and efficient manner

Euromena Consulting has a proven track-record in understanding its clients' strategic and operational alignment performance needs, closely supporting them in implementing, institutionalizing and monitoring tailored Corporate Performance Management frameworks, linked business and IT processes, as well as tools and action-plans through well-articulated, inter-related steps and associated work streams:

- **Strategy Design & Refresh:** refreshing corporate strategic objectives, developing strategic themes and corporate strategy maps and ensuring alignment with global business strategy
- **Strategy Translation:** translating corporate strategy into operational objectives, through development of corporate Balanced Scorecards, Key Performance Indicators (KPIs) and their target values, and developing/updating associated high-level programs and initiatives
- **Strategy Alignment:** cascading the corporate strategy to all organizational departments and business units, and developing aligned entity-level Balanced Scorecards, KPIs and associated programs/initiatives
- **Performance Management Automation:** defining performance management, technological system business and technical requirements, assessing and scoring existing as well as market best-practice systems, and monitoring new recommended system implementation
- **Performance-Oriented Culture Enablement:** driving cultural change by supporting in developing performance management governance, internal capabilities and culture, assessing training needs and providing adequate training, as well as ensuring sustainable performance management along with knowledge transfer and related communications

More specifically, our team provides support in further analyzing and understanding key industry-specific strategic macro-trends and their market impact, assessing the necessity to revamp existing corporate strategies or develop and enact new governance / operating models, defining strategic execution and implementation roadmaps and monitoring corporate and business performance.

You can find more information on our Corporate Performance Management Institutionalization perspectives, credentials and client references at [provide exact link to website].

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