



CREATING ALIGNMENT WITH A COMMON AND AGREED-UPON STRATEGY



INTRODUCTION

A mid-sized public transit agency sought transformation in establishing a common and agreed-upon strategy. The agency faced challenges in communication, alignment, and data-driven decision-making, requiring them to revamp the strategic management system in place.



THE STORY

With a commitment to accessibility, efficiency, and sustainability, this regional transit authority operates a fleet of buses and other transit solutions to connect communities and enhance mobility within a Midwestern metropolitan area. It focuses on improving quality of life by providing reliable, modern, and affordable transportation solutions.



THE CHALLENGE

The public transit agency grappled with a lack of alignment, ineffective communication, and difficulties in data-driven decision-making. This misalignment hindered the agency's ability to work cohesively towards a shared goal, leading to challenges in performance and accountability.



THE CHOICE

The agency's choice to collaborate with B|G was instrumental to their journey. The comprehensive approach --spanning insight, innovation, and integration-- equipped them to articulate and execute a common strategy, foster effective communication, and embrace data-driven decision-making. This transformation led to a culture of strategic thinking that encouraged organizational alignment and impact.



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A mid-sized public transit agency faced the challenge of creating a strategic management system that could unify the entire organization with a common vision. Seeking to revolutionize its approach, the agency aimed to achieve measurable outcomes, effective communication of strategic intent, and data-driven decision making.

To address these challenges, **Bâton Global (B|G)** collaborated with the organization to develop a comprehensive strategic management system. Features of this strategic management system include a balanced scorecard approach and the prioritization of making language and information accessible. The balanced scorecard system enabled data-driven decision making and assisted in monitoring the implementation and effectiveness of strategic objectives. This approach also involved the establishment of key performance indicators (KPIs) and targets to track progress and ensure accountability.

The project focused on gaining a deep understanding of the internal and external factors that would shape the

organization's strategy. This approach included **B|G** engaging with the leadership team to understand their aspirations and challenges in addition to conducting a peer group analysis to provide insight into the strategies of other transit providers.

The implementation of this new strategic management system yielded transformative results for the public transit agency. Notable outcomes include unit-enterprise alignment, effective communication of the agency's strategic intent, and implementation of the balanced scorecard system. The enterprise and unit-level scorecards provided clarity and made it easy to track progress and keep goals at the forefront of decision-making processes.

This case study exemplifies the power of a well-structured strategic management system in transforming an organization. By aligning activities with a common vision, facilitating effective communication, and enabling data-driven decision-making, the public transit agency was able to achieve a greater level of agreement and impact.

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HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



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