



# ROADMAP TO GREATER INDUSTRY INNOVATION AND ADVOCACY



## INTRODUCTION

A Midwest agricultural advocacy organization faced challenges in previous strategic planning, resulting in complex and impractical plans that didn't align with the vision of key stakeholders. Seeking a practical operational approach for future goals, new leadership sought external support.



## THE STORY

Previous strategic planning efforts yielded plans too complex to execute, failing to capture the vision of key stakeholders. New leadership envisioned a brighter future and sought external support for a practical operational approach to meet forthcoming goals.



## THE CHALLENGE

**Bâton Global (B|G)** partnered with the organization's leadership, board, and stakeholders to develop a prioritization framework, success measurement, and a roadmap for increased innovation and international partnerships.



## RESULTS

An implemented roadmap enabled effective execution of the shared vision, resulting in organizational growth and an immediate positive impact on the local agriculture industry.

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## ROADMAP TO GREATER INDUSTRY INNOVATION AND ADVOCACY

A Midwest agricultural advocacy organization faced challenges stemming from previous strategic planning endeavors, which produced complex and impractical plans that failed to align with the vision of key stakeholders. Recognizing the need for a more practical operational approach to achieve future goals, the organization, under new leadership, sought external support.

Throughout their transformation, the organization's past strategic planning efforts proved both intricate and challenging to implement. Recognizing the misalignment with the shared vision of key stakeholders, new leadership emerged with a determination to forge a brighter future. To actualize their goals, they turned to external support for a practical and executable operational approach.

In response to the challenges faced, **Bâton Global (B|G)** joined forces with the organization's leadership, board, and key stakeholders. Together, they embarked on a collaborative journey to develop a prioritization framework, establish metrics for success, and create a roadmap aimed at fostering increased innovation and forging international partnerships.

The implemented roadmap served as a guiding force, enabling the organization to effectively execute the shared vision of key stakeholders. The impact was immense, catalyzing not only the growth of the organization but also delivering an immediate positive influence on the local agriculture industry.

This transformation demonstrates the power of strategic collaboration and the pivotal role external support, in this case, provided by B|G, played in reshaping the trajectory of this Midwest agricultural advocacy organization. The engagement shows the resilience of organizations willing to seek innovative solutions, enabling them to navigate challenges, and ultimately, make a lasting impact in their industry.

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