

# STRATEGIC ALIGNMENT TO OPTIMIZE ORGANIZATIONAL EFFECTIVENESS



## OPPORTUNITY FOR IMPROVEMENT

ABB EPIP (Electrification Products/Installation Products) is working to change their culture and embed quality into the end-to-end value chain. In 2016, EPIP US Manufacturing Units began using EON to drive and facilitate the Power of Quality (PoQ) initiative. PoQ involves engaging employees in Quality through teams, systems, tools, and results.

Prior to EON, ABB EPIP was challenged to find an effective and sustainable way to communicate expectations across all the value chain. A lack of alignment in strategies across the company has at times allowed room for the manufacturing units to become misaligned from customer expectations. "We need to change the mindset around how to achieve results through knowledge management and accountability. That's how EON can help."

## SOLUTION

**Transparency** – "With EON, we are able to draw a line in the sand." In addition to using EON's Playbooks for PoQ, EPIP is preparing to use EON's Strategy Deployment to communicate and manage the deployment of customer-centric strategic initiatives.

**Accountability** – To help support the increase in ownership of improvement goals, EON quickly gives leadership key insights into all improvement work by using EON's projects, Action Items, and KPI features.

**Alignment** – Using EON's Strategy feature and EON's supportive content, ABB EPIP will create alignment across the organization and equally important, within the improvement team function. *EON is a living, dynamic tool that helps us to say 'this is a priority.'*"

## RESULTS

With the support of their EON Client Success Team, Jordan's team (ABB EPIP CI Leadership) was able to map out their 2017 strategic goals within each level of the organization. This visibility will help Jordan's team effectively communicate and prioritize work to support the strategies at each location.

While preparing EPIP improvement objectives in EON, Jordan's team came to a major realization: to maximize potential and the success of their customer focused improvement strategies, they must first get their improvement function aligned and in order. Before deploying expectations to each factory, the improvement team is assessing themselves against EON's Advancing OpEx Playbook to "get their own strategic house in order" to discover how they can best communicate expectations and support each factory toward success.

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***"We sometimes have a lack of clarity in strategy deployment across the company, leading to misaligned expectations within our operations."***

Jordan Lubenstein  
Corporate Director Quality & Continuous Improvement  
US Factories

