

AGILE BUSINESS TRANSFORMATION MODEL

INTRODUCTION

As business landscape is constantly evolving, it's important for companies to adapt and stay ahead of the curve to remain competitive. Businesses must keep track of industrial, technological, and economical changes and focus on emerging market trends — as those are most likely to reflect on the upcoming challenges organizations will have to face.

Consequently, when businesses face the need for multiple changes internally and require cross departmental adaptation to cope with these external forces, they should consider a Business Transformation Model to help managing change.

Implementing new technologies, processes, and organizational structures that improve efficiency, increase productivity, agility, and drive growth, are all part of the holistic approach to transform businesses.

Some ways to keep up with changes and drive business transformation are:

DIGITALIZATION

By adopting digital technologies such as cloud computing, automation, and artificial intelligence (AI), companies can improve their operations and gain a competitive advantage.

AGILE METHODOLOGIES

Agile methodologies can help organizations adapt to changes quickly by breaking down projects into small, manageable chunks and allowing for flexibility and iterative improvements.

CONTINUOUS LEARNING

Keep up with the latest trends, technologies and best practices through continuous learning and development. This can ensure that organizations stay up-to-date and able to adapt to the ever-changing business environment.

ACCOUNT-BASED APPROACH

A leap from lead based traditional sales practice to an account-based targeting approach, including Account-Based Marketing (ABM).

CHOOSING THE RIGHT TRANSFORMATION MODEL

Depending on the urgency and business needs, we may differentiate transformation that has looser deadlines for completion and those that need to be implemented with an immediate effect.

Business transformation — if it's implemented internally — could take some time, typically taking up to 12-18 months to result in pipeline generation and manifest its ROI.

That 12–18-month period could include:



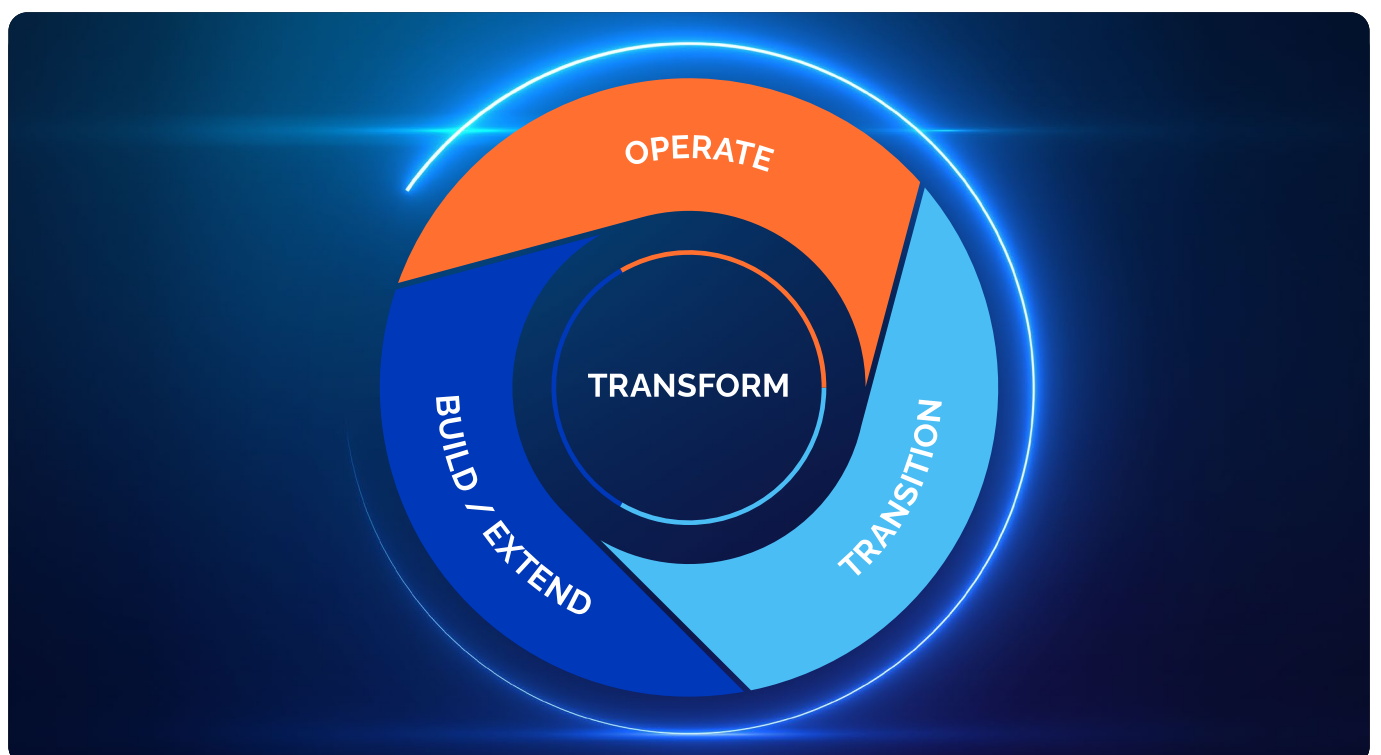
In most cases, business transformation is preferred to take place as quickly as possible — no matter whether there is an external or internal need for it. Because of this business urgency, for those organizations who need transformation under a very short period of time, it might be a better option to choose a third-party organization, with an already established expertise team with relevant skillsets, and technology stack that can boost this transformation with an immediate effect on the pipeline.

Additionally, a great outsourcing team will be armed with a methodology that will make a lasting impact, enabling internal teams to adapt and become an account-centric growth organisation.

MODEL & METHODOLOGY THAT ENSURE SUCCESS

Numerous frameworks and models are available to assist business transition and help organisations to adapt and manage change, creating visible and fast impact on the business pipeline, and ultimately their return on investment.

The Transformation Model outlined above is designed to ease, facilitate and direct the implementation process for businesses, whether companies require external support for quick impact or are pursuing internal implementation independently.





The model's three key elements — *Build/Extend*, *Operate*, and *Transition* - work synergistically to deliver a truly impactful, permanent, and revolutionary transformation.



BUILD/EXTEND

The initial phase of the transformation model involves building and extending the company's internal team, either through external white-label teams that function as an extension of the business's internal team or via procurement.

An external team, commonly referred to as a 'pod,' is comprised of highly skilled Account-Based (ABSD, ABM, ABI) professionals who provide the necessary resources and expertise, along with the right technology stack, to augment the company's operations.

Functioning as a seamless extension of the internal team, the pod possesses all the necessary elements to facilitate rapid pipeline generation. With the appropriate resources, results can be visible within just 1-2 months.



OPERATE

The second phase is a managed service, which underscores the importance of collaboration between the external and internal teams. Sales developers, business intelligence experts, and project managers work closely with the client's team to ensure that their business goals and strategies are fully aligned.

As a result of this collaboration, the Account-Based Growth (ABG) methodology can be customized to meet organizational needs, enabling the identification of new targets or the definition of relevant and emerging ICPs for maximum agility and efficiency.



TRANSITION

The third and final phase is of paramount importance, as it is responsible for delivering a lasting impact on the business. This is accomplished through a knowledge handover that involves training the company's internal team and facilitating their transition to an account-centric growth organization. The external pod provides the necessary tools and resources while teaching best practices. Through this phase, successful adoption of the new ABG methodology can be achieved, resulting in a meaningful and enduring positive change.

The ultimate outcome is a comprehensive business transformation that delivers a steady flow of pipeline generation within a minimal timeframe, without relying on external guidance. This model is suitable for all organizations that are eager to embrace change and seize control of their company's destiny.

The overall result is:

COMPLETE BUSINESS TRANSFORMATION



with stable pipeline generation under the shortest period of time possible — without becoming dependent on external guidance. This is a model that is appropriate for all organizations that feel ready to embrace change and take the fate of their company into their own hands.

LET'S TALK

INFINITYN
INTERNATIONAL

CONTACT US
INFINITYN.COM

READ MORE
INFINITYN BLOG

