

Evidence-based Transformation.

Embed an organisation-wide culture of evidence-based management practices

The transformation project involves:

- **Conducting research** to develop an evidence-based growth narrative – case for change - based on diagnostics, using your data across several markets and categories, taking into account knowledge audits;
- Assisting with the **research and development** of a Growth Philosophy for your organisation, by providing building blocks and guidelines on how to develop a growth philosophy;
- **Drafting a ‘roadmap’** for the organisation to embark on a transformational journey to embed an evidence-based culture;
- **Equipping the leadership team** with knowledge on the Ehrenberg-Bass evidence-based approach to growth, using examples from your organisation and providing time for reflection on the diagnostics.

Key parts of the project:

The project encompasses several critical components aimed at fostering an evidence-based culture within the organisation to enhance brand and category growth.

Knowledge audit – Category and brand growth

The key condition for an organisation to build and harness the evidence-based culture is to unify behind a set of evidence-based beliefs. The desired state is that the beliefs are institutional - high (*above 75% agree*) and wide (*the majority of the organisation and definitely the top 100*) - aligned behind an approach that is more likely to grow your brands. The Ehrenberg-Bass Institute’s evidence-based knowledge audit investigates how well those beliefs are institutionalised in fundamental areas related to growth. It also considers the alignment on key business challenges amongst those interviewed. The result is the Knowledge and Alignment Grid.

KNOWLEDGE AND ALIGNMENT GRID

	Wrong answer	Correct answer
>75% agree: Institutional Beliefs	# of questions believed by >75%	# of questions believed by >75%
Misaligned Beliefs	# of questions believed by less than 75%	# of questions believed by less than 75%

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In-depth interviews

We would request access to the top five to ten senior staff in the organisation to conduct interviews relating to growth challenges and ambitions, as well as giving us a picture of your company’s current mindset for approaching growth (*even if it is diverse across people*). This is to understand the culture and where the greatest hopes and needs sit.

Showcasing the value of an evidence-based approach to growth

This documents Laws of Growth analysis to show the fundamental patterns of buying behaviour on your company data. There are six scientific laws describing category and brand buying behaviour. We also test how well the data fits expected patterns. If important deviations exist, we will describe them and discuss the implications of what they mean to you and your brand strategies.

Senior leadership group training

We run sessions with the top 100 senior staff at your company aimed at showing the value of an evidence-based approach using your data but also linking it to the results from the audit to focus on the key areas of misalignment or low level of knowledge.

Evidence-based journey mapping

Based on the diagnostics from all above parts of the project, we will provide a roadmap for an evidence-based journey, including how to organise to embrace an evidence-based culture.

