

CAPABILITY-BUILDING



ACTIVITY	COMMON PROBLEMS	MAADA CONSULTING AND ANALYTIC SOLUTIONS
Individualized Consulting/ Advising	While organizations face common problems, solutions usually need to be customized to their unique situation. Just lifting and shifting best practices is rarely a good idea.	Customized support through inclusive involvement with client-identified stakeholders solves problems in ways that build sustainable capability improvements in talent, information, technology, and processes.
Process Mapping	Pricing is a complex process that spans multiple levels in the organization across multiple functions.	Process mapping is a tool to chart the current decision-making processes, find its disconnects, and re-program it for smoother functioning.
Skillset Training	Elevating talent is key to improving pricing on a sustained basis. Much of the impact of training is lost once the participants return to work.	Engaging, customized training on new or existing tools, information, and processes through workshops or other means can kick-start skill-building process. However, after-training support is also needed since formal training programs usually only account for 5-10% of skill gains. It is the coaching as skills are being used afterwards that accounts for the rest.
Information Flow	One of the reasons why pricing decisions often have to be made with too much gut is that the relevant data is not available. On the other hand, decisions to acquire information may be made by different departments with conflicting priorities at the high cost.	Information flow mapping looks at the total pricing planning cycle identifies what information is likely to be needed and when, then creates schedules, initiatives, training, and budgets to secure that information to be ready when needed.
Business Intelligence	Data visualization and dashboard technology is dazzling. Dashboards are now easy to create, but securing the data to update them, make them interpretable, and get them used.	Advice on actionable designs and metrics tied to decision-making processes and results are particularly be helpful in the situation assessment and execution monitoring phases of the pricing process.
Change Management	Creating a price/value, analytic-driven organization is highly disruptive. Moreover, because pricing is so de-centralized, orchestrating a change in the process takes strong leadership, persistence, and over-communication.	Developing a stakeholder analysis for the change is that first step to developing a communication and incentive plan to build confidence in and support for the change across all key participants.