



ROC CONSULTANCY

TRANSFORMATIONAL CHANGE



SM Auto Haus Ltd

London, UK



Customer: SM Auto Haus Ltd.

Location: London, UK

Project: Transformational Change

Managing Director: Mohamed Hussein

BACKGROUND

SM Auto Haus Ltd. Just recently had a change in management. A new managing director had been appointed and wanted to transform the business, for revenue generation & better work culture.

APPROACH

At Roc, we follow the Situation-Assessment-Complication-Resolution (SACR) Rule. To summarise, 7 phases were created & tools were used for this Project as follows:

	PHASE	TOOLS
1.	Situation Assessment	Change Readiness Assessment
2.	Vision & Strategic Alignment	Transformational Dashboard
3.	Change Design & Planning	Phased Roadmap
4.	Engagement & Communication	Engagement Calendar
5.	Capability Building	Leadership Alignment Workshop Agenda
6.	Implementation & Execution	Transformation Office Setup
7.	Sustainment & Continuous Improvement	CI Loop

***You will see more tools used in the tenure of this project.*

Each tool had a loop, which required to be closed at the end of the project (except for the CI loop).



1. Situation Assessment (Current State Analysis)

Our goal was to understand the current structure, performance and mindset of the garage. In order to quantify the goal, the following tools were customized:

- **Baseline Report** – Diagnose org. culture, capability & morale.
 - **Organizational Heatmap** – Conducts how ready the team is for a change.
 - **Gap analysis** – Measures performance gaps & inefficiencies.
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2. **Vision & Strategic Alignment**

SM Auto Haus established a compelling vision and Roc aligned it with strategic goals. The transformational goal was defined as, Growth, Revenue & Digitization. Objectives were set to align business with long term vision. We Implemented a 'Change Story' to create a shared understanding amongst stakeholders, reduce resistance & foster a sense of ownership/commitment to change initiative.

The following tools were customized:

- **Transformational Dashboard**
 - **Transformation Tracker**
 - **Strategic Alignment Map**
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3. **Change Design & Planning**

In this phase, the needs of change were discussed. Keeping the high-level transformational goal in mind, the following tools were customized:

- **Identify** what needs to change
 - Structure
 - Process
 - Roles
 - Systems
 - Behaviour
- **Governance Setup**
 - RACI Matrix
- Phased **Roadmap** with,
 - Timelines
 - Milestones
 - Resources
 - Risk Mitigation



4. Engagement & Communication

An essential, yet underrated phase of the project. Engagement is required to drive awareness & commitment from all stakeholders. This not only optimizes performance but, also drives ambition for optimal productivity. The following tools were customized:

- **Engagement Calender.**
 - **Frequently Asked Questions.**
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5. Capability Building

Roc drove an initiative to ensure people were empowered. The best way to empower stakeholders is to equip them with skills and tools needed to operate in the new model. The following tools were customized:

- **Training Plan** – Conduct training & upskill programs
 - **Revised SOPs** (Standard Operating Procedures)
 - **Modify KPI's** to reinforce new behaviours
 - **Capability Matrix**
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6. Implementation & Execution

One of the most challenging phases was, the launch of operations with new model of transformation in the business. The following tools were customized:

- a. **Launch plan** – Sprint Trackers to pilot the program. Start small to test & learn.
 - b. **Issue Log** – track the functions that are working and not working.
 - c. Track KPIs created in the previous phase.
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7. Sustainment & Continuous Improvement

The essence of sustainment is to prevent regression in the business. Majority of transformation results in going back to its old ways of management. Sustainment ensures the implementation becomes second-to-nature. Continuous improvement is a practice that needs to be embedded individually in each personnel.

A feedback system was customized:



- **Continuous improvement loop** – assigned a team member who monitors the issues continuously.
 - **Sustainment** – best way to monitor sustainment is to look into your **operations metrics & morning sprints** in the workshop.
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TESTIMONIAL

"Lolo brings a wealth of ideas and consistently approaches challenges with creativity and determination. Her tenacity and commitment to delivering customer-centric solutions truly stand out. It was a pleasure collaborating with someone so driven and solution-oriented. Without a doubt, if faced with a complex challenge again, I would turn to Lolo and Roc Consultancy—my trusted go-to for effective problem-solving."

Managing Director

Mohamed Hussein

+44(0)203 544 1074

info@smautohaus.com