

Strategy and Corporate Development

Securing the competitive edge through operational excellence and permanent customer proximity



The success factors for SMEs in the growing market for alternative and renewable energies stand and fall with product and service quality, highly efficient order fulfilment and a satisfied customer base. An ideal moment for Iseli AG to generate an effective strategy and to derive targeted implementation measures to ensure proactive corporate development.

The Client

- Iseli Environmental & Heating Technologies, Switzerland
- Nationally active company specialising in Wood Energy Systems and Solar Energy
- Number of employees: approx. 40

The Objective

- Systematically develop the vision/mission, corporate strategy and annual business plan
- Define and implement short-term and medium-term measures

The Solution

By means of supportive coaching sessions to:

- Assess, define and delineate the baseline, and undertake a corporate and environmental analysis
- Develop the mission statement, vision and corporate strategy including short-term and medium-term planning plus evaluate the options for actions and recommend measures for implementation
- Analyse and redesign the value creation processes in order fulfilment and customer services based on material, information and financial flows
- Reorganise the management structure reflecting tasks, responsibilities and competencies

The Client Benefits

- Gain clarity on the strategic and operational business orientation through the identification of strengths and improvement potentials
- Implementation of scheduled and practically prioritised measures with rapid and substantial impact
- Shortened value chain processes have led to a reduction in errors and costs
- Applying a continuous optimisation process has enhanced customer satisfaction