

Consulting case study

Strategic analysis and service development

The need

The information and knowledge centre of a scientific standards organisation contacted Jinfo Consulting following a referral from a peer in an information professionals' networking group.

The organisation had undergone significant changes and reorganisation over the past 18 months, and the information team needed to re-think and re-position itself more strategically. Despite the volume and value of research, reference, records and knowledge services the team provided, stakeholders tended to think of them as a transaction centre rather than a strategic asset to the business.

With a new fiscal year coming up in six months, the head of the department wanted to invest in strategic planning and development to:

- Focus on the most critical services
- Deepen relationships with key stakeholders especially at the executive level
- Develop some communication and consulting skills
- Build a newly strategic brand for the information center.

Project impact

Jinfo Consulting created a framework with deadlines and accountability to enable the leader of this over-busy department create a robust plan for the coming year. The plan was clear, focused on business outcomes, and aligned with the most important initiatives of the senior leadership.

The plan's one-page executive summary gave the information team visibility at the highest levels of the organisation, while the more detailed version formed the basis for planning and budgeting discussions with line management.

The team successfully made the case for:

1. Increased headcount
2. Investment in new technology to support streamlining and automation of rote and lower-value tasks
3. Inclusion of information team members on project teams for organisation-wide initiatives in information discovery, knowledge management, and end-user information needs.



"Thank you for being there with excellent content, coaching, articulate and brilliant insights lighting the way."
Corporate librarian, manufacturing
[More testimonials](#)

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Contact Jinfo Consulting

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Consulting case study (cont'd)

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Although less measurable, the project also realised these additional results:

1. More consistent and strategic messaging from the information team to customers and stakeholders
2. Clear roadmap for additional skills development, particularly in communications and consulting skills
3. Improvements to information portal, regular newsletters and other organisation-wide communications tools.

Work

We kicked off the project with a team workshop.

Then we guided the client through a number of assignments, including defining the information centre's customer base and its service offerings, formalising its customer intake and delivery process, and identifying how they could better analyse time allocation to make the most of their expertise as information consultants.

Start with a workshop

You can't create a map to the future if you don't know where you want to go. Jinfo's workshop "Vision of Success" enables your team to capture and articulate what your vision of future success looks like. This workshop can be delivered on-site or via web-based meeting and includes:

- Initial information gathering and prep work
- Session facilitation
- Documentation of session results
- Recommendations for next steps.

A "Vision of Success" workshop is a great way to start your journey to a more strategic and sustainable future and confirm your decision to work with Jinfo Consulting to get there.

Let's talk about your environment and needs. We can then customise an initial workshop to help your team co-create a vision for the future.

Our proven processes, resources and guidance will help your team make the shift from transaction centre to strategic asset.

[Start the conversation »](#)

Jinfo Methodology

1. Gather data – view of intranet, job descriptions, org chart, company strategy and initiatives
2. Initial team interviews
3. Two days of on-site work:
 - a. Interview stakeholders
 - b. Interview dept. head
 - c. Workshop: SWOT analysis of department
 - d. Workshop: What is the success vision?
4. Site visit report
5. Online workshops: previously planned; results of site visit enabled us to focus topics
 - a. Workshop: communications
 - b. Workshop: prioritising customers/services
 - c. Workshop: department operations
6. Report and recommendations
7. One-day site visit: review results, meet with stakeholders, create draft goals and workplan
8. Work with team to finalise workplan
9. Summarise and create executive summary version
10. Final plan.

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