

**Performance,
Quality, Motivation**

THE KEY TO
ORGANIZATIONAL
EXCELLENCE

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Successful companies are characterized, as continuously increasing their corporate value by fulfilling their strategic purpose of **competitiveness and business continuity**. For both strategic dimensions, **highest organizational efficiency** is a key to success. As a firm's **effectivity** is the basis to have the right goals (do the right things), its organizational **efficiency** focuses on its optimal resource utilization (do the things right).

In today's highly competitive, globalized and increasingly digitized world, utilizing resources in the most efficient way has become one of the highest imperatives of firms with ambitions to continuously increase corporate value. However, although organizational efficiency is widely seen as a key critical success factor for corporate success, achieving and sustaining functional goals comes along with **individual challenges**, hindering corporates from becoming as efficient as they would like and need to.

Employees as the key asset of any firm, need to be given special attention in excellence considerations. A continuous well-balanced mix of capabilities and enablement of employees is the core for excellent firms. Capable and motivated employees are needed to establish and sustain efficiency in all areas and at all levels of a corporation, as they are the ones, who are expected to apply business processes, regulations, policies and technologies. This requires a corporate culture, dedicated to Excellence with the consideration of critical success factors like Business Processes, Policies, IT-systems.

Only if all critical success factors are in-line and streamlined towards a firm's optimum efficiency, the strategic and operational foundation can work on a long run, supporting their ambitions.

ORGANIZATIONAL EXCELLENCE SUCCESS FACTORS;



1. QUALITY

In order to **remain competitive**, successful firms are expected to fulfill highest standards, when it comes to **product and process quality**. Customers tend to classify quality criteria as hygiene factors to be fulfilled. Brand responsibility does not end at the Wholesale or Retail borders. Brands need to consider the entire Customer Experience and value chain. Therefore, end-to-end responsibility is inevitable, covering internal quality aspects, as in Marketing & Innovation, R&D, Production, Sales & Distribution, but also external aspects, including multi-level retail chains and Customers' product usage.

This significant cross-entity collaboration underlines the necessity of companies, to understand and comply with quality expectations of all their stakeholders: suppliers, internal high-profile experts, business partners and customers.

2. PERFORMANCE

Organizational Performance is defined by the **quantitative output of work** of an organization. No matter where in the value chain, if production performance, financial performance or process performance; all affected stakeholders alongside the value chain rely on the performance contribution of the parties involved. This affects products or services delivered to customers as well, as tasks to be carried out by employees, in the expected quantity and/or time.

Performance on its own does not make a corporate successful. As part of the **corporate culture**, organizations ideally agree on specific service levels, to define quality and performance criteria, everybody is committed to.

Externally, these service levels can be controlled and assured by commercial agreements, e.g. service payment, performance bonus/ malus. Internally, monetary compensations aren't enough, to ensure ability and commitment of employees, in delivering quality and performance at the desired level. Here **Motivation** is the key.

3. MOTIVATION

All efforts to achieve Quality and Performance expectations will not help, if the key driver of those driving forces is not enabled well: Employees.

Employees as the **backbone of an organization** need to develop an understanding and obey a certain level of enthusiasm for quality and performance, on all levels, in all positions. Excellence requires a Quality and a Performance culture to be established and sustained under the ownership and sponsorship of firm's executives, as they act as role models in their firms.

But what makes people develop and live an enthusiasm for a quality and performance culture? What is the optimum for quality and performance aspects to be delivered by an organization? And how can companies achieve organizational excellence and how should one turn it into reality?

Achieving organizational excellence is a process and requires **continuous effort**.

Companies need to constantly identify the level of excellence of their current operations and permanently assess their internal quality and performance standards and keep internal motivation on a high level, in order to keep-up with their brand promises.

Our Solution

Since 1986, our works and analysis have proven us right, on how to assess and reshape organizations. Organizations are made to carry out a firm's vision and need to be designed for the success of a firm.

We have established a strong and reliable **three-phased approach**, repeatedly proven in client engagements, helping them to improve on their excellence goals.

Organizational Excellence needs to be an institutionalized part of the corporate culture. The most efficient way to establish this function is to initialize it with a dedicated project, which can be operationalized step-by-step.

While **Analysis** is the leading phase for an Organizational Transformation, our **Synthesis** and **Target Picture Design** are made to narrow down the focus area, from a strategic perspective to a processual and personal level. This way, the distinct corporate layers like Organization, Process and People are considered sufficiently, assuring brought areal coverage as a solid foundation for the future design of a firm's organizational target picture.

With our sustainable **"Strategy & Governance Model"** we help you to understand your status, design your strategy, define the change path, enable your team and support the implementation of required measures with an explicit Governance framework.

What this solution approach means in concrete terms for your business orientation and which measures you should focus on; we would be happy to discuss in a meeting – **contact us!**

About ADBA | Marketing | Consulting | Innovation |

ADBA consulting and marketing services help companies and brands who want to grow, accelerate and transform by breaking old thinking patterns in strategy, marketing and innovation.

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