

Research, Strategy & Execution

Market Researcher

“The M3 team is smart, strategic and always makes us feel like we’re their most important client.”

*- VP of Marketing
(90+ locations nationwide)*

Testimonial

“Our frustration didn’t stem from lack of information, but rather too much. We had no process in place for separating the wheat from the chaff. I brought in M3Planning with some skepticism, expecting another consultant’s scattered chatter. Instead, they quickly automated several information channels and created a simple means for culling out the superfluous from the critical customer feedback. Our managers were able to immediately convert the knowledge into customer support solutions.”

Issues at hand

Information overload was clogging the company’s decision making arteries.

M3 shifted the company’s focus from “all data” to “key data,” which was essential for driving customer loyalty.

The company was relying upon an analog fax-based distribution process for collecting and disseminating vital customer data to the 90+ managers and staff located around the country.

M3 quickly retired the outdated method and implemented an automated real-time online dashboard system for gathering and distributing critical customer information.

Trust is the bottom line

Due to the extremely sensitive nature of our business, and the profound trust our clients place in us, we will not divulge company or personal names nor proprietary findings or situations. However, all of the testimonial information disclosed here is indeed factual and has in no way been manipulated or misrepresented.

“You really understand our business and how to develop the best strategy and execution for us.”

- CEO

(65 employees transacting business in 16 countries)

Testimonial

“The communication gap between the company’s older veterans and newer employees, the Millennials, was vexing. The strategic buy-in wasn’t occurring as anticipated and no one was sure why or how to correct the problem. In very little time, M3 located the generational rift and in short order established common ground that everyone could appreciate and work comfortably within.”

Issues at hand

The right hand of the company didn’t know how to speak to the left hand.

M3 developed a program that involved front-line team members with adopting executive-level strategic activities.

The client desired a means of measurement that indicated whether the strategic plan was indeed being implemented companywide.

M3 helped the CEO create and apply an incentive program that replaced discretionary bonuses with team member accountability.

The client was concerned that everyone in the company bought into the plan.

M3 created a clear strategy where no employee was “stuck in the weeds.” Each now understands the organization’s direction and agrees to the means of getting there.

Trust is the bottom line

Due to the extremely sensitive nature of our business, and the profound trust our clients place in us, we will not divulge company or personal names nor proprietary findings or situations. However, all of the testimonial information disclosed here is indeed factual and has in no way been manipulated or misrepresented.

Execution Manager

“We’re now following a clearly defined plan – detailed on a single sheet of paper – which everyone, from top management to the front line, can act upon.”

*– VP of Strategy
(25,000 employees nationwide)*

Testimonial

“M3 Planning helped us see the forest for the trees. We’d been relying upon a cobbled together method of defining and implementing our strategic vision; only problem was that we were not doing either – defining or implementing – with appreciable results. Erica and Howard’s experience with other organizations in similar situations lighted the path. We’re now following a clearly defined plan – detailed on a single sheet of paper – which everyone, from top management to the front line, can act upon. ”

Issues at hand

The client was attempting to act upon a plan that was amassed across 12 Excel spreadsheets.

M3 consolidated the company’s strategic magnum opus into one clearly written, tightly focused strategy and plan.

The client needed an effective means of prioritizing strategies and tactics.

M3 devised their *“Air Traffic Control System”* to simplify and easily manage key strategic goals. The client was clear upfront that the plan must be implementable companywide.

M3 helped developed a cascading goals and actions rubric, actionable from the top to lower-level managers, so that each employee understood his or her role.

Trust is the bottom line

Due to the extremely sensitive nature of our business, and the profound trust our clients place in us, we will not divulge company or personal names nor proprietary findings or situations. However, all of the testimonial information disclosed here is indeed factual and has in no way been manipulated or misrepresented.

Why work with us

M3 Planning approach to research

All of our market research is designed to drive strategic decision making because we know that strategically focused organizations report a 12% increase in performance – above business as usual. Here is what makes our approach unique:

- Our market research is based on practicalities and getting input from stakeholders and constituents.
- Our surveys are driven by qualitative work.
- We make the data talk.
- Our surveys allow for respondent anonymity which encourages greater participation; we get more people to provide more input at a reduced cost.
- Our market research is predictive – projecting sales trends and movements in the marketplace

M3 Planning approach to strategy

Our pragmatic approach to strategic planning work includes:

- Examining the organization's strategic position to affirm or modify its strategic direction.
- Determining strategic priorities and specific next actions through an open, collaborative process via assessments.
- Bringing critical internal and external information into the process to facilitate sound strategic decision making;
- Providing an uncomplicated, painless facilitated process based on proven strategic planning best practices.
- Ensuring continuity and alignment throughout the organization with an all-inclusive, collaborative process.
- Developing a holistic strategy that incorporates and integrates all aspects of the organization in a big picture view instead of individual silos.
- Establishing performance measures and targets into the process for reporting, monitoring and benchmarking;

M3 Planning approach to execution

Need help getting everyone on the same page and improving accountability?
Let us help you make sure everyone is focused and pulling in the same direction.

- We cascade organization-wide goals to every employee
- We build consensus so the outcomes are owned by everyone involved.
- We have an online tool to help you track the progress and performance of your goals.
- Our process is proven, it works, and it is easy to use and follow.