



SMALL MEDIUM ENTERPRISE

Challenge

Small and medium-sized enterprises are often busy with running the daily business and struggle to form an efficient structure and process for keeping track of their long-term strategies. One reason is that their plans tend to be hosted in simple and inadequate spreadsheet tools. Lack of effective communication across borders is another leadership challenge for international companies. Bactoforce International A/S had similar concerns before learning about ActionPlanner.

Ambition and requirements

Bactoforce recognised a need for transparency and clear expectations between the central business development team and its sales managers and suppliers located abroad. Aligning the company's long-term goals with daily operations was proving to be a challenge and strategy execution was at risk of disappearing in the flurry of day-to-day activities. The CEO of Bactoforce acknowledged the negative consequences of using basic spreadsheets and was looking for an intuitive management application to help bring the business to the next level of professionalism and with the potential to expand as the company continued to grow.

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Solution and impact

Bactoforce was offered to try ActionPlanner through a leadership development programme for small and medium-sized enterprises. It was initially introduced as a 6-month trial at the headquarters in Silkeborg, Denmark. The tool was successfully implemented and now provides one common place for strategic efforts, prioritisation and progress. The strategy and actions are included in ActionPlanner – visualising past, current and future workload in a shared digital follow-up tool that is accessible from anywhere.

CASE: SMALL MEDIUM ENTERPRISE

Value: **Communication across borders**

In the process of implementing strategic objectives and cascading goals into operational activities, the high-level strategy can be aligned with daily responsibilities. Using the real-time overviews, the leadership can reflect and articulate on past and present activities, communicate strategic initiatives and create transparency in priorities.



“Implementation of strategic goals requires focus on communication and transparency. ActionPlanner can break down the complexity of a strategy to initiatives, milestones and actions. The tool provides an overview and aligns expectations and prioritisation of deliverables across management, middle management and employees.”

– Nils Jacob Haaning,
managing director

CASE: FROM TASK MANAGERS TO ACTIONPLANNER

Value: **Real-time overview online**

ActionPlanner facilitates more frequent updates in the form of a traffic light system, with clear expectations of roles and responsibilities and progress reporting in real-time. Whilst task management tools can list assignments and mark them as completed, these are often better handled in ActionPlanner. For instance, users can comment on actions, define more complex jobs and run status reports. Furthermore, the to-do list in ActionPlanner brings useful insights into the level of complexity, how activities align to strategic initiatives and their duration.



“In ActionPlanner, we have a real-time online reporting and follow-up tool. It gives an overview and I can show the team what to prioritise. It’s an aid for communication, especially with our suppliers abroad.”

– Nils Jacob Haaning,
managing director

Bactoforce International A/S is the European market leader in inspection of tanks, heat exchangers, pipes, spray towers and other equipment for the food and beverages industry.