



Results - People First™

Launched in late 2007, People First™ is proving to support step-change in commercial organizations.

In Malaysia, People First™ enabled a major multinational home and personal care company to:

- Identify and reduce cross-functional task duplication.
- Clarify and enhance the role and impact of trade marketing.
- Better leverage existing sales headcount for strategic benefit.

In Indonesia, People First™ delivered:

- A coherent plan for the development of the entire commercial organization.
- The identification of high potential candidates to move cross-functionally.
- The creation of a clear plan for intra- and inter-functional communication.

Here's what some of our clients have said about People First™

"Clear, structured framework to ensure teams are focusing on what is important."

Regional vice president

"Revolutionized our approach to KPI setting."

Sales director

"Will create significantly more value from our training and development investment for years to come."

Human resources director