

Exercise 1.6: Develop an Intervention Strategy

This exercise helps participants apply the concepts of strategic intervention in a practical setting, encouraging them to think critically about identifying and addressing business challenges.

Objective:

To apply the concepts of strategic intervention by developing a comprehensive intervention strategy for a hypothetical business scenario, focusing on identifying issues, prioritizing actions, allocating resources, and measuring success.

Instructions:

1. Scenario Introduction:

Participants will be presented with a detailed scenario of a hypothetical company facing multiple business challenges. The scenario will include financial distress, operational inefficiencies, and market-related issues.

2. Group Work:

- a. Participants will be divided into small groups of 5 members.
- b. Each group will analyze the scenario and identify the key issues.
- c. Groups will then develop a strategic intervention plan addressing the following areas:
 - i. Identifying Issues: What are the company's most critical problems?
 - ii. Prioritizing Actions: Which issues should be addressed first, and why?
 - iii. Allocating Resources: How should financial, human, and technological resources be allocated to support the interventions?
 - iv. Measuring Success: What KPIs and other metrics will be used to measure the effectiveness of the interventions?

3. Presentation and Discussion:

- a. Each group will present their strategic intervention plan to the class.
- b. After each presentation, there will be a brief Q&A session where other participants can ask questions and provide feedback.
- c. The facilitator will summarize the key points and highlight the best practices from each group.

Participant Exercise Handout – Strategic Intervention

Scenario:

ABC Manufacturing Inc. is a mid-sized company that manufactures electronic components. Recently, the company has faced several challenges:

- **Financial Distress:** Declining revenues and profits, high debt levels, and cash flow issues.
- **Operational Inefficiencies:** High production costs, frequent equipment breakdowns, and low employee morale.
- **Market-related issues:** Increasing competition, declining market share, and negative customer feedback about product quality.

Group Work:

1. Identifying Issues:

- What are the most critical problems facing ABC Manufacturing Inc.?
- List and briefly describe each issue.

2. Prioritizing Actions:

- Which issues should be addressed first, and why?
- Explain the rationale behind your prioritization.

3. Allocating Resources:

- How should financial, human, and technological resources be allocated to support the interventions?
- Provide a brief outline of your resource allocation plan.

4. Measuring Success:

- What KPIs and other metrics will be used to measure the effectiveness of the interventions?
- List the key metrics and explain why they are essential.

Presentation and Discussion:

- Present your strategic intervention plan to the class.
- Participate in the Q&A session and provide feedback on other groups' presentations.