



## CPI

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### IT Strategy Development



### Brave & Heart

# The Challenge

Based in the North East of England CPI has gone from strength to strength - leading the way for UK research and innovation initiatives, becoming a driving force in the UK's astonishing "Catapult" success story.

With their scope continuing to expand they needed to ensure that the evolution of their IT capability was in line with the future needs of the organisation - enabling and supporting future business success.

The leadership team asked themselves:

Do we have the **right IT strategy** in place?

Are IT optimised to **manage** and **support** our future needs correctly?

How can IT **enable** success for CPI in our expanding UK **mission**?

Brave & Heart were brought on board give CPI an **independent** expert view across these challenges and help put in place a clearly defined **roadmap** for CPI's IT team to support them on the path to success.

With experience of developing global IT strategy in an evolving environment we knew exactly how to address the needs of a modern and complex organisation.

In short - we were perfectly placed to take up the challenge.



**“We needed to quickly understand what our IT strategy should be and how we could enhance our capability in order to support the longer term vision and mission of CPI and our people.”**

CPI Director of Organisation Development  
- Jodie Coe

For this mission we deployed our **3D methodology** (Discover, Design, Deliver) integrated with the **LENS** process - prioritising fast results for CPI.

These agile and flexible tools integrated seamlessly to create focus, putting strategy first while delivering leading edge tactics to the business.

## **DISCOVER**

This is our first step for all engagements and ensures actions are built on the solid foundation.

We interviewed staff and led workshops across CPI to understand the current situation, making people part of the process and listening to their day to day concerns.

With key departments we looked in detail at their systems and needs, using our T shaped analysis, and drilled into areas where detail was needed

## **DESIGN**

With an understanding of the challenges we developed a three year **blueprint** and **roadmap** to implement a clear future strategy.

Integrated with the roadmap we created a full **V-MOST** for Y1 which detailed the vision, mission, objectives, strategy and tactics to put in place, identifying key systems that CPI needed to develop the foundations for future success.

Finally we delivered a new **organisational structure** for the IT department, fully focused on people, business alignment, operational excellence and cutting edge support.

Identifying “**BE BRAVE**” actions throughout we also develop quick win opportunities to create immediate positive effect.

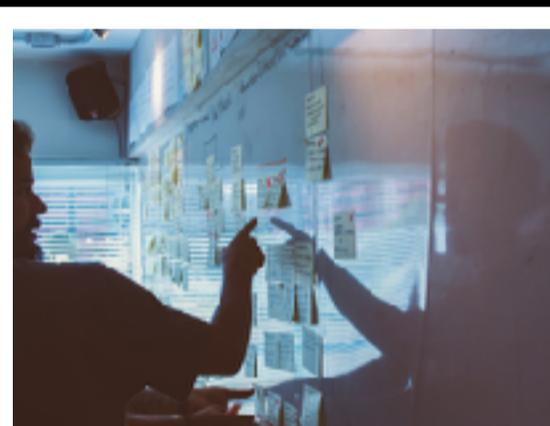
Presenting back to the executive team we laid out a comprehensive new strategy, highlighting key next steps and the future capabilities they would enable.

Unanimous approval was given by the leadership to implement the recommended strategy.

We then cascading the approved changes across the IT and leadership teams, expanding and detailing the key new strategy to all employees.



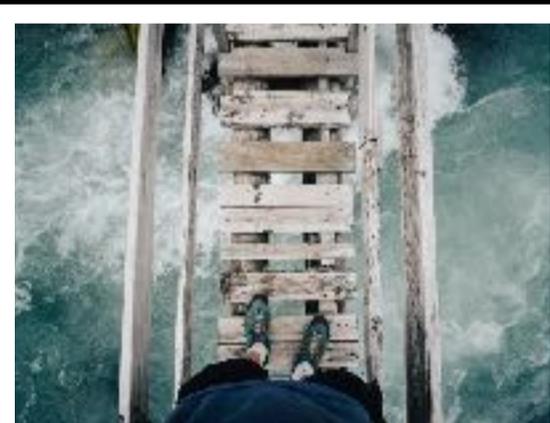
**Blueprint & Roadmap**



**V-MOST**



**Organisation**



**Be Brave**

# The Results

Working alongside CPI as partners we developed a comprehensive plan to manage the changes in a controlled and effective manner - ensuring communications were key to bringing all staff on board with the approved strategy.

Developing communications for all staff to be informed appropriately we presented to the senior team first, culminating in a leadership session detailing the new IT vision for them to cascade to all employees.

Brave & Heart continue to support CPI, developing a full portfolio framework to ensure success across the core foundation projects and giving strategic support and advice for key business needs.

The result? A highly effective strategy and team organisation that created a buzz throughout CPI and a new way of working, with results and the future at its core.

With Brave & Heart support CPI are on the road to continued success, driving the excellence of their technology capabilities for both employees and the wider stakeholders across the North East and the UK.



**“Bringing in Brave & Heart to be fresh eyes with subject matter expertise allowed us to quickly identify the work needed and immediately put in place positive steps to reshape our capability for the future success.”**

CPI Chief Operating Office  
- Frank Millar