



HOW BETTER ALIGNMENT HELPED STRÖER IMPROVE THEIR WAY OF WORKING

WORKPATH

Executive Summary

Out-of-home advertising industry giant Ströer is striving to become the "most customer-centric media house". To do so, alignment across teams and hierarchies on how to create the best customer outcomes has become more crucial than ever. Currently, Ströer is using the agile goal management and collaboration framework [OKR](#). To amplify and improve its efforts with regards to alignment, Ströer decided to support their efforts with Workpath. Since its implementation, Workpath helps the company to create better management of strategic priorities and capacity within the teams, but also stronger communication and transparency across teams – resulting in more motivated collaboration with OKRs at all levels.

About Ströer

Ströer is a leading German outdoor advertiser and offers advertising customers individualised, fully integrated complete solutions along the entire marketing and sales value chain. With its "OOH plus" strategy, Ströer relies on the strengths of the OOH business and is supported by the flanking business segments Digital & Dialog Media and DaaS & E-Commerce.

The company markets and operates around 300,000 advertising media in the 'Out-of-Home' segment and reaches over 48 million online unique users (agof) in the digital segment every month. The Ströer Group employs around 10,000 people at around 100 locations. In the financial year 2020, Ströer generated revenue of EUR 1.44 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

Challenges and requirements

The marketing division 'Ströer Media' Solutions introduced the OKR method around 3.5 years ago. On the way to becoming the most customer-oriented media house, the aim is to increase overall efficiency, reduce conflicts and focus all resources on the global optimum. This should especially be done by pushing forward better alignment. Ströer aimed for teams to be able to better recognize among themselves who is working on which tasks, who is responsible for what and where there are dependencies between the teams.

Furthermore, redundant work should be avoided through more transparency of strategic priorities across teams. Improved horizontal teamwork should be established in the company in order to create a better understanding of the individual divisions and their goals. Also, an increased motivation and engagement for the use of OKRs through an easy-to-use tool was to be created. The tool previously used by Ströer only offered simple links for Objectives, but not for Key Results.

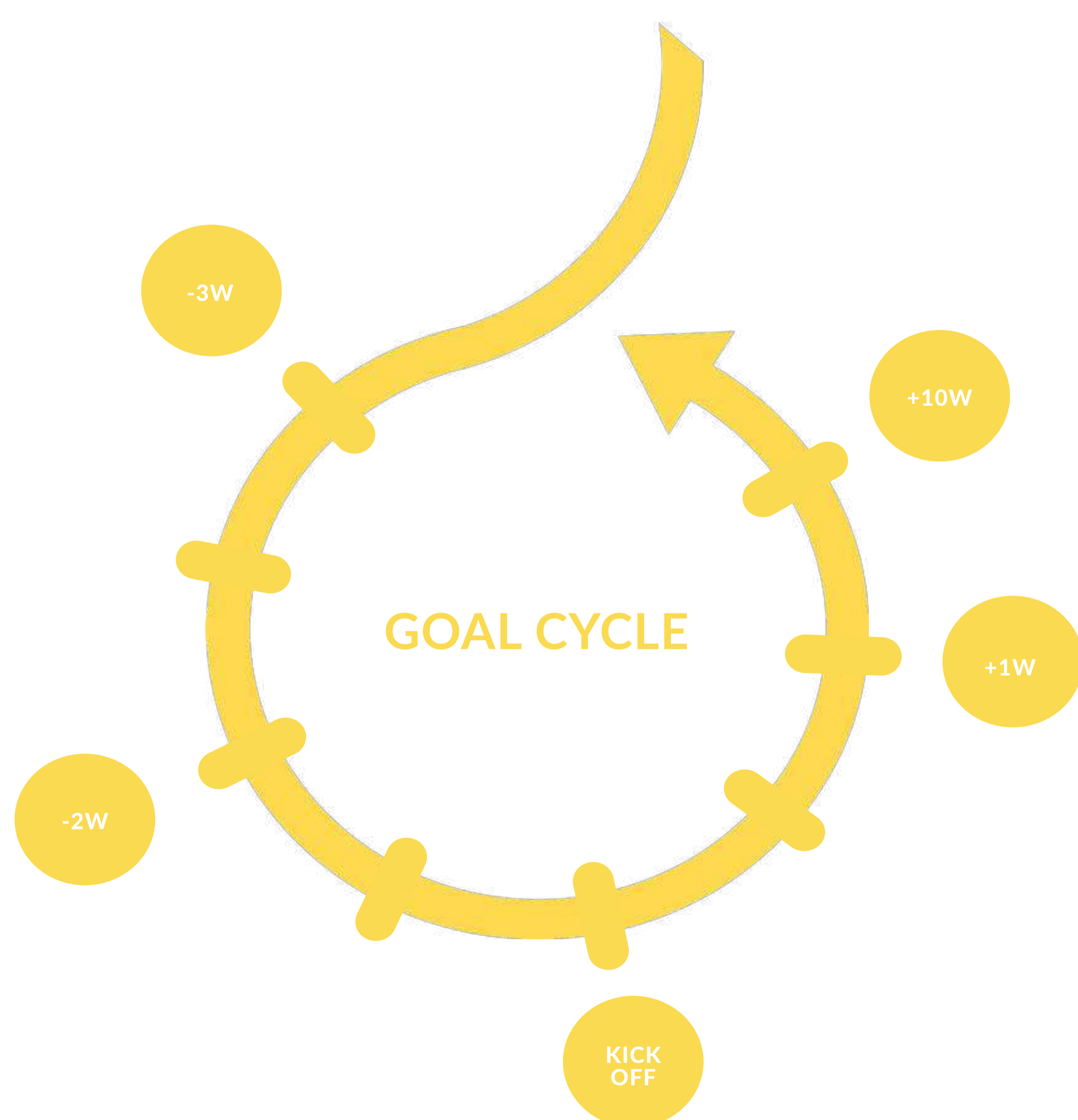
Thus, an assistance level had to be included for a better overview, which was impractical and also caused irritation throughout the organisation. Accordingly, the search began for an alternative that would above all fulfil the following requirements:

- 1 Usable throughout the company
- 2 Providing a reporting option that automatically shows relevant data and metrics about the OKR process, which previously had to be picked manually and led to higher error rates
- 3 Offering a flexible linking option that goes beyond Objectives
- 4 Intuitive user interface and ease-of-use to ensure active use of the tool in the company

Solution

In addition to the comprehensive range of functions, Workpath's ease of use, which was intended to simplify the adoption, was convincing. Furthermore, the simple integration with other tools such as Jira or Teams, which were already used throughout the company, was important for Ströer.

Throughout the implementation process but also thereafter, the Program Leads and OKR masters of Ströer's internal OKR support system were continuously assisted by the Workpath ecosystem which provides training, enablement content as well as personal exchange sessions with Workpath's Customer Success team. This way, the Ströer OKR team was able to focus on supporting the change process with a variety of measures, in addition to the establishment of relevant communication channels. The main focal point was to ensure that the individual teams and team members were assigned so that the processes could run smoothly. This overarching coordination already included a focus based on alignment by making sure that the right stakeholders were known for the individual areas.



Results

The implementation of Workpath at Ströer Digital Solutions already showed first successes after a short introductory phase. Amongst others, the tool showed great adoption from the beginning as seen by a significant increase in user activity, both from OKR Coaches and from individual employees. The reason for this was not only the simple user interface, but also the significantly more comprehensive range of functions. This laid the foundation to start the journey towards better alignment and transparency of strategic priorities.

✓ Transparency across all areas

Ströer has gained more flexibility in alignment with Workpath. Multiple links between goals as well as flexible linking to provide linking in multiple directions create a more precise overview of dependencies. While the tasks have remained the same, the way of working and communication between the team(s) has been improved by a better understanding of which teams are working on which tasks and having a transparent oversight of goals and goal progresses.

Overall, the introduction of Workpath has helped Ströer to make the internal alignment process smoother and more efficient:

✓ Alignment simplifies cross-team collaboration

With the tool, a better collaboration across teams has been established which led to avoiding redundant work. Everyone can see easily at all times, who is working on what. Moreover, the teams at Ströer now have clarity, which dependencies are linked to each other when working towards a common goal as well as how the goals themselves are aligned. For the implementation, this leads to more efficiency in achieving these goals.

✓ Stakeholders maintain the overview

This is also established by stakeholders that maintain an overview and provide the necessary links. Furthermore, the OKR process gained more efficiency through stronger collaboration within teams through weekly check-ins, as well as a reduced use of resources in the alignment process.

“Workpath has not only made our collaboration more manageable; it now feels like we have reached a new way of working together.”

Janine Klevers

EXPERT
CAMPAIGN MANAGEMENT



Why Workpath

With Workpath, it was possible to implement a tool that can be used throughout the company and that solves the problem of auxiliary levels for links in Key Results. Teams can now align at all levels and see exactly who is responsible for what and who pays into which OKRs. The Workpath ecosystem, which provides training, enablement content and face-to-face sharing sessions with Workpath's Customer Success team, has led to a smooth implementation phase. In addition, the Customer Success team continues to stand alongside Ströer to best assist with challenges with the OKR framework and provide feedback on the tool to the internal development team.

In addition, the Analytics Suite was able to convince with three different types of reports: The Cycle Steering Report, which helps to find weak points in the OKR process in order to be able to adapt quickly. The Strategy Execution Report, which provides an overview of the performance and possible risks of the OKRs. And the OKR Maturity Report, which shows the development of the OKR methodology from cycle to cycle.

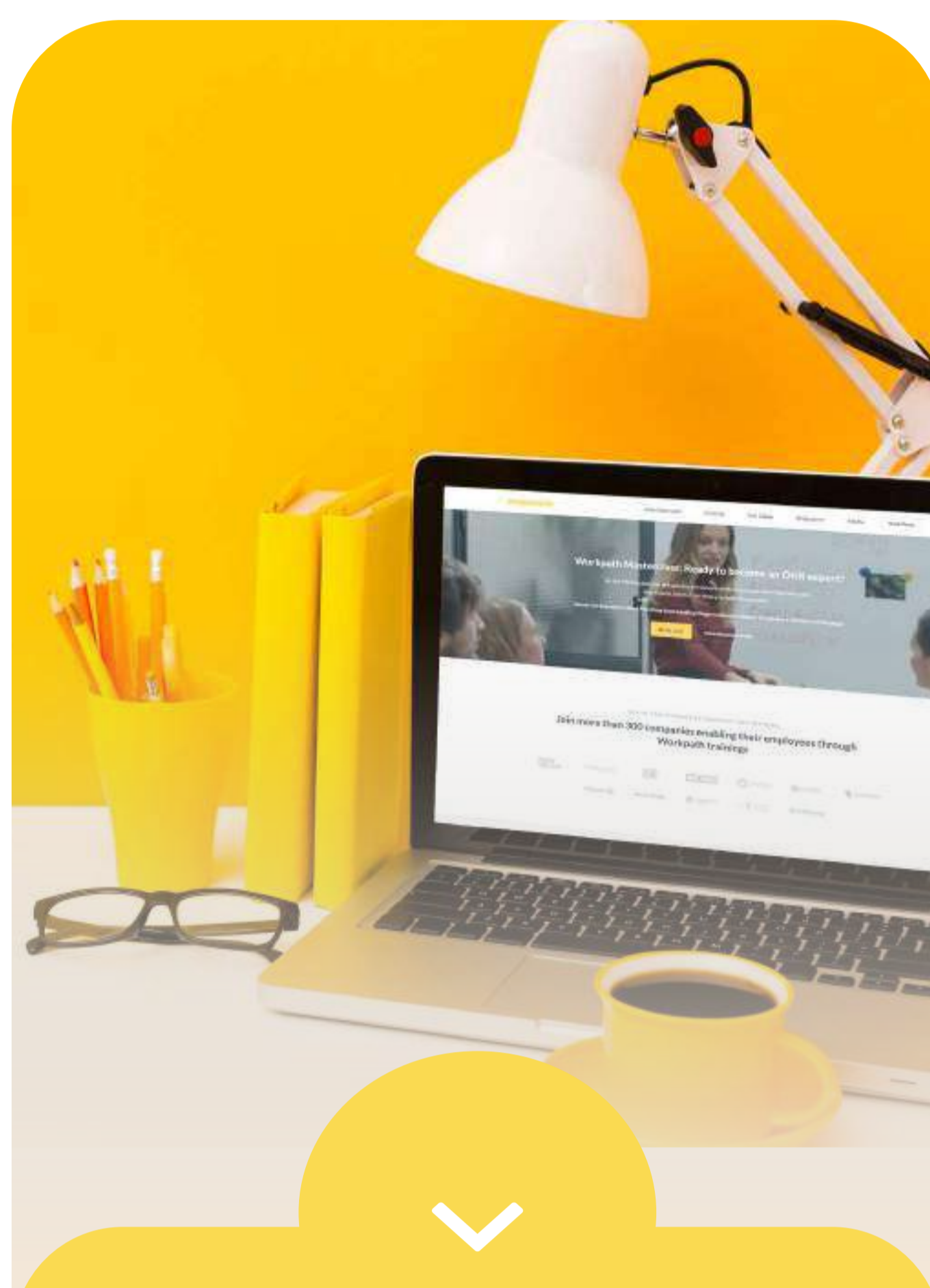
Additional Resources

You are interested in further Workpath formats?

Find out more about our training, events, and other helpful material.



Explore
*OKRs at DB
Schenker*



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Read more
about Alignment

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About Workpath

Workpath is the leading enterprise software provider enabling organizations to execute their strategies fast, flexible and effective in an increasingly dynamic and complex world. With simple and intuitive workflow tools Workpath engages all employees in the strategy and execution process. Its comprehensive analytics suite empowers executives to make better decisions on when to adapt focus, budgets or structures as early as possible.

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