

Strategic Success Story: Geneva Centre for Autism



These days, organisations of every size and shape are looking to improve their operational processes and prove their value to stakeholders. No organisation is too large or too small to be affected by this trend, as people expect a higher level of information than ever before.

This is certainly a trend which Geneva Centre for Autism, based in Toronto, was beginning to see in their operations. To build greater connections across their organisation and introduce quantifiable key performance indicators (KPIs), they turned to StrategyBlocks.

Geneva Centre for Autism

Geneva Centre for Autism is one of the world's leading providers of services around Autism Spectrum Disorder. The organisation offers specific hands-on therapy to children and young adults, along with education and support management for parents.

In addition to their considerable presence in a face-to-face setting, Geneva Centre is also home to a growing online presence. By running online modules, Geneva Centre is able to reach a whole new audience, while also increasing the complexity of the organisation.

Although based in Canada, Geneva Centre has a global audience, with their expertise increasingly being called upon by individuals and groups across a number of different countries.

The scope of these operations has also increased rapidly, beginning as a short summer camp for children with autism back in 1974. From there, the organisation has grown considerably, alongside the range of services they offer.

What strategic challenges have arisen?

Like many fast-growing organisations, Geneva Centre for Autism had never taken a systematic approach to strategy. While this was fine on a smaller scale, it was becoming harder and harder to achieve an understanding of the whole organisation.

This meant that there was no organised and coherent method for measuring and quantifying the different processes Geneva Centre was undertaking across its operations.

Debbie Irish, the CEO of Geneva Centre for Autism, highlighted that, before introducing StrategyBlocks, the organisation had no mechanisms in place to track the development of strategy.

At the same time, stakeholders are demanding greater access to information and more transparency from organisations they work with. It is rapidly becoming the norm across the not-for-profit sector.

“Our funders are becoming much more diligent in terms of their accountability requirements, as is our board of directors,” said Ms Irish.

“In our sector, there has not been a high priority on measurement. I think there has been a shift in the sector as the funders have become more in tune with what they want to see around outcome measures.”

These challenges aren't unique to Geneva Centre either. Many organisations which work in this space find themselves struggling to deliver an internal organisation which can quantify their successes.

To solve these problems, Geneva Centre for Autism turned to StrategyBlocks.

” *As a social service provider we have not paid as much attention to tracking our strategy. I think we developed strategic plans for where we wanted to go but we didn't necessarily break it down into specific tactics and then track those tactics.”*

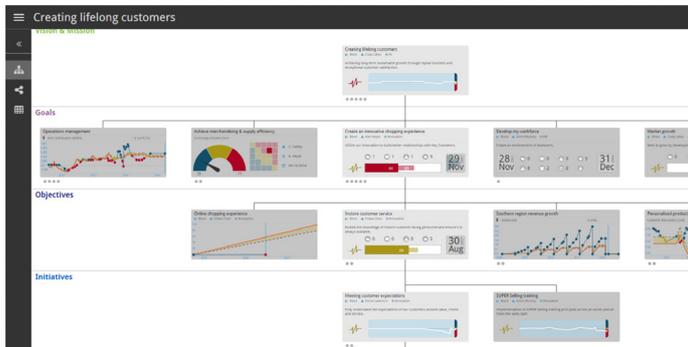
— Debbie Irish CEO of Geneva Centre for Autism

What is StrategyBlocks?

While working through these issues with a consultant, Geneva Centre for Autism decided to pursue greater strategic management. Geneva Centre now uses StrategyBlocks to collate, track and manage their operations across a number of different areas.

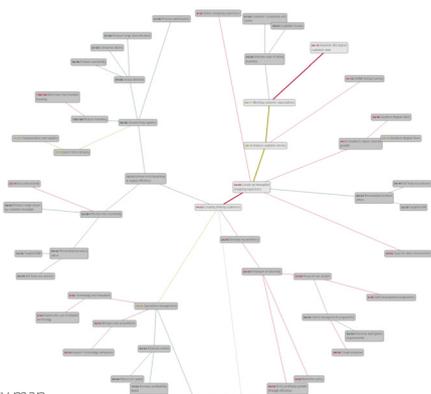
StrategyBlocks offers a single, web-based solution to the strategic needs of any corporation or non-profit organisation. Within the application, blocks are constructed to correspond to different activities which must be completed.

Each of these blocks is assigned an individual within the company who is responsible for completing that specific task. Every block is also assigned a KPI that can measure the success of the project.



Custom blocks view

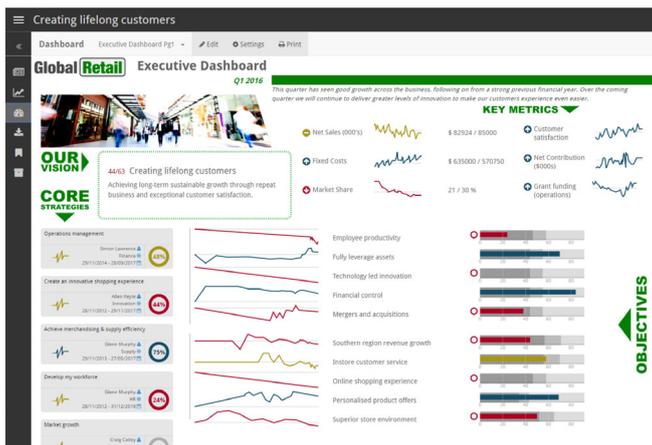
What sets StrategyBlocks apart from other programmes that map corporate strategy is the highly visual approach they take to solving strategic problems. By constructing problems as blocks, senior managers are able to track the completion of different tasks and take action if any slip behind. With every level composed of a series of blocks below it, it is easy to track the different tiers and goals that make up a single strategy.



High level strategy map

A visual approach also makes it easy to see the big picture of your corporate strategy, helping every member of the team see how their efforts make up part of the larger project. Thanks to this intuitive layout, the whole system is very engaging for the end user.

It was for these reasons that StrategyBlocks was eventually chosen and implemented by Geneva Centre for Autism and now makes up the core of their strategic planning and execution.



Timeline view

How StrategyBlocks helped Geneva Centre

By setting up senior managers with StrategyBlocks, Geneva Centre was able to provide an overview of the most important aspects of their organisation to those who needed it most. This level of oversight was new for Geneva Centre, and provided a further level of clarity for their operations.

For stakeholders, this also means having a greater level of information about the operations of Geneva Centre. Without StrategyBlocks, it would be much harder to demonstrate the successes that the organisation has reached.

Conclusion

By incorporating StrategyBlocks into their operations, Geneva Centre has been able to realise a new level of oversight and attention to detail for their operations.

Now, Geneva Centre has reached a new level of support for its long-term direction from managers and, in particular, stakeholders who now have a much better idea of how different projects are progressing.

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I think [StrategyBlocks] really helped us to think in terms of how to break down a large measure into smaller components and then what elements do we want to measure to tell us whether we are tracking to where we want to be.

[StrategyBlocks] is very intuitive, I am very surprised by how well it has been adopted by employees with different technical skills - this has been very encouraging.”

— Debbie Irish CEO of Geneva Centre for Autism

Please visit www.strategyblocks.com. From there, you can access more information on the benefits that this software can offer to your organisation along with a free online demo to demonstrate the value of this service.



StrategyBlocks

For more information on StrategyBlocks, please visit www.strategyblocks.com or email info@strategyblocks.com. If you would like an online demonstration please click the “Request an online demo” link from the website and we would be delighted to show you how StrategyBlocks can have a positive effect on your business.

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