



Global Centralisation

A guide to everything you need to know about transforming your organisation..

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The many forms of Global Centralisation.

Marketing is now one of the most complex departments in any modern organisation. No longer are the days of it just being the colouring-in department. We are the hub of activity, the brain and customer magnet for the wider business.

We have been evolving at such a fast pace that it is almost impossible to nail an exact science to marketing.

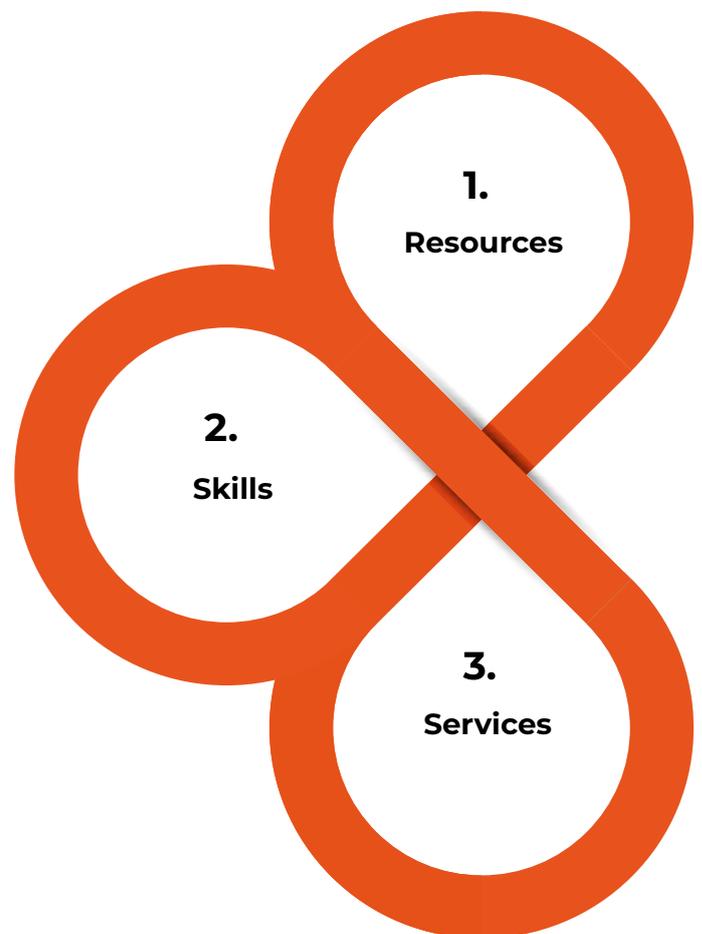
Every time we think we have cracked the code in one way, the market completely shifts, making it difficult to predict what we should do next.

This has only been sped up by the pandemic now that technology is blowing up tenfold in front of our very eyes. If you blink you might miss it.

So how is it that since we are an ever-growing department, we have made it so difficult to understand each other? We have more abbreviations and acronyms than we know what to do with.

A great example of this is the focus and discussion on global centralisation.

3 ASPECTS YOU COULD CENTRALISE:



What is Global Centralisation?

THERE ARE 3 FLAVOURS OF THIS POPULAR FOCUS OF TRANSFORMATION...

One size really doesn't fit all. There are so many ways you can centralise your company, these are just the three most popular. They may not work sufficiently for you, but they're good ways of learning what your course of action could be.

1. RESOURCES

Develop and support the underlying infrastructure and data, with the goal of reducing complexity and giving best practice for the whole organisation.

A function of centralising resources is to create marketing literature, information and support that will be readily available to all locations.

This means there won't be a singular office that has more resources than another, they will each have equal opportunity.

2. SKILLS

The execution and the handling of specific operational tasks, such as marketing, accounting or human resources.

Putting experts with a specific skill set into a central location so that every location can access their expertise.

Your global or local office can access those skills from anywhere. That might be a technology centre to share findings.

3. SERVICES

A team, a shared facility or an entity that provides leadership, best practices, research, support and/or training for a focus area.

Organisations will take operations that are spread across all offices and centralise them into one office in singular location.

For example, having 30 offices with 2 HR in each office means paying 60 people. They may not apply best practices every time through inconsistency.

Whereas, having one office with 30 people working for HR means the costs may be halved and they will become more consistent in what they do.



So why should we centralise?

UNDERSTANDING 3 MAIN REASONS BEHIND BUSINESSES CENTRALISING

The marketing world is moving towards focused marketing strategies that focus on brand awareness and interest that leads to high quality leads.

They're focusing on advertisements for products and service that invoke thought and consideration from clients and prospects before they even know they want to buy.

Having prospects realise that they have pain points makes it easier when selling a product/service to relieve that problem.

Centralising that Demand Generation will mean that you are able to do this on a global scale, not just in a single country or location.

1. CENTRALISATION

- Avoiding duplication in location
- It may be that you have offices globally or even in the same country, but you want to make sure that you are all setting the same tone.
- The problem with having offices that do not speak as one, is that there will be no standardisation for your brand and it may come across as confusing to customers.

2. SHARED

- Everyone can use them
- For example, a centralised HR team so it's more accessible. It's been made even easier now with how the pandemic has affected the way we communicate.
- Before you may have wanted HR to sit in on a meeting in person but now that we've gotten so used to Zoom,

having them call in from another location makes this even more accessible.

3. EXCELLENCE

- The best skills, for everyone
- Instead of having a generalist who is good at a lot of things, you can use true experts who have a wide breadth of knowledge in one area.
- This could mean that you won't have to waste resources outsourcing suppliers. Each business will have their own niche, so it can be difficult to explain to an outsider of why you don't believe something will work.
- If you're frustrated with being given a smaller budget as you are located in a smaller office, then centralising means you will all have the same access to technology, tools and skill sets.

Pros and cons when centralising

EVERY ORGANISATION WILL HAVE BENEFITS AND NEGATIVE IMPACTS

We've talked a lot about the pros the of standardisation in organisations, but there are also cons you need to consider when making changes to your business.

PROS:

- Efficiency of resources cost - Be more productive with less, yet still deliver great value outcomes.
- Reduction of supplier spend
- Best technology for all
- Best specialists for all
- Consistency of brand - everybody is speaking with the same voice to share the brand's values, promises and identity.
- Improved governance
- Reduction of risk
- Avoidance of duplication
- Shared learning
- Global oversight of budget - Easier to allocate your budget when it's being centralised into one location rather than tracking each location individually.
- Dedicated skilled experts
- Significant growth experts

CONS:

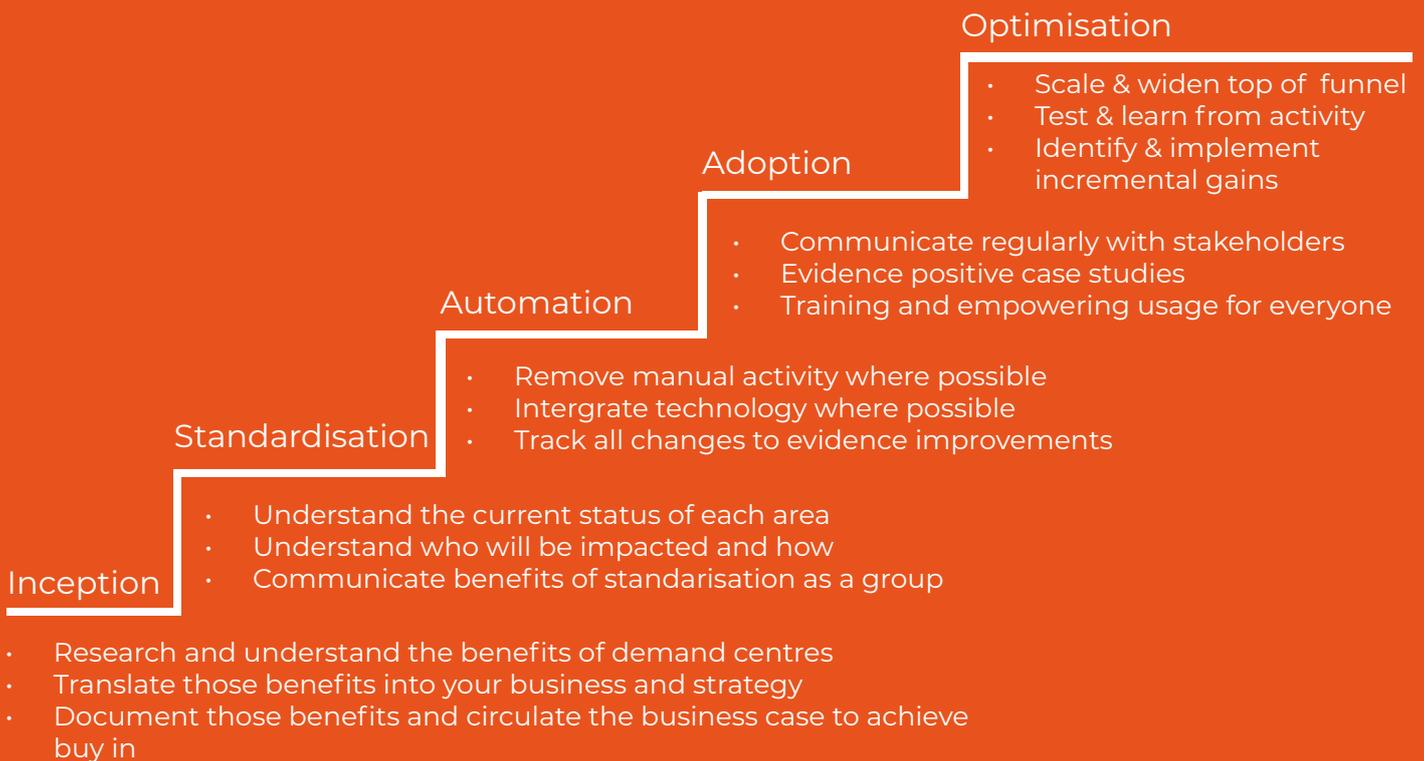
- Large transformations – Finding locations, hiring new staff, language barriers. These are dramatic feats you will have to overcome with global centralisation.
- Impacts to leading local zones – Everything will have to go through a proper process, so using the company card may not be as simple as it was before.
- Issues gaining buy in
- Poor process impacts
- Potential slower delivery
- Complex charge back
- Resource Impacts
- Scaling back leaders - Asking leaders to wait longer whilst the rest catch up with them can cause some disturbance.

When making huge changes to your company there will always be issues you must face during that process.

There may be a huge mindfield of complexities too involving moving around disrupting your operations, moving team or potentially making people redundant. There will always be hurdles when trying to take on large scale centralisation.

Things to consider when starting a centralisation strategy

5 STAGES OF CENTRALISATION:



Building a demand centre - model

- If you are attempting to centralise your business, the most important thing to remember is that if you are being told, "This is the way," by a consultant, then it most likely isn't going to be best suited to your business.
- There isn't just one way of centralising every organisation. Make sure they adapt to your uniqueness and needs.



Are you on a journey of
standardisation and need
guidance? We can help.
See the success of just
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