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Optimizing capital investment and resource allocation by transforming a multibillion-dollar CPG firm's stage-gate process.

The Project

A multibillion dollar CPG firm aimed to refine its stage-gate process.

Too many proposed projects made it through the initial stages, which created inefficiency further in the stage-gate process.

The Solution

We partnered with the firm's internal consulting and product innovation teams to reimagine the stage-gate process.
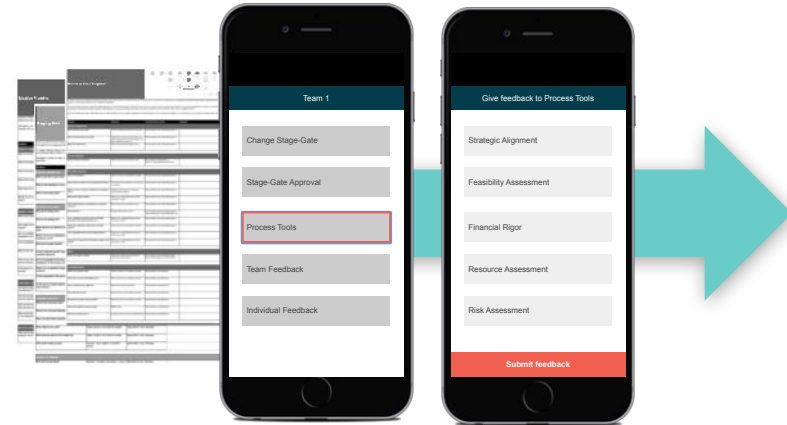
Through diagnostic research and our platform's organizational-insight feature, we identified root causes and opportunities for growth. We then developed a new methodology that included accompanying tools and training materials.

As we piloted the new methodology, we leveraged our platform's organizational-insight feature to gather real-time feedback on the changes. This gave us the ability to rapidly test and iterate to meet the firm's needs.
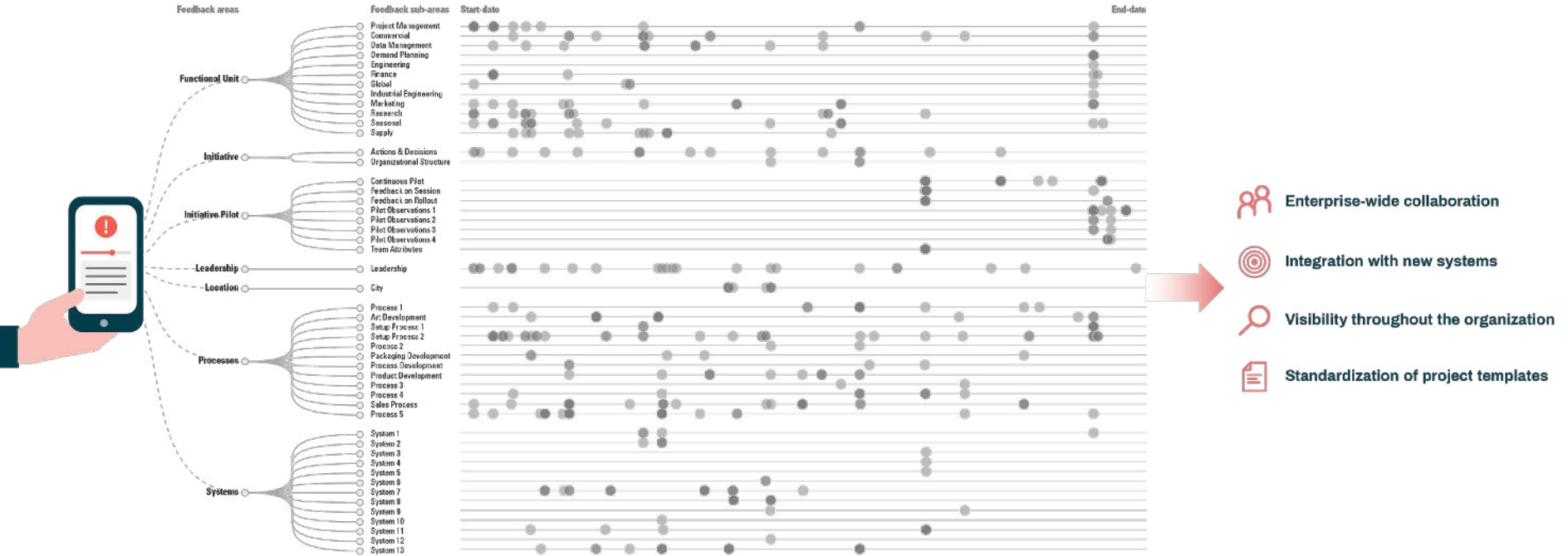
The Outcome

Within the first 6 months of implementation, the firm realized a 25% reduction in the number of projects passing through the front-end of the process.
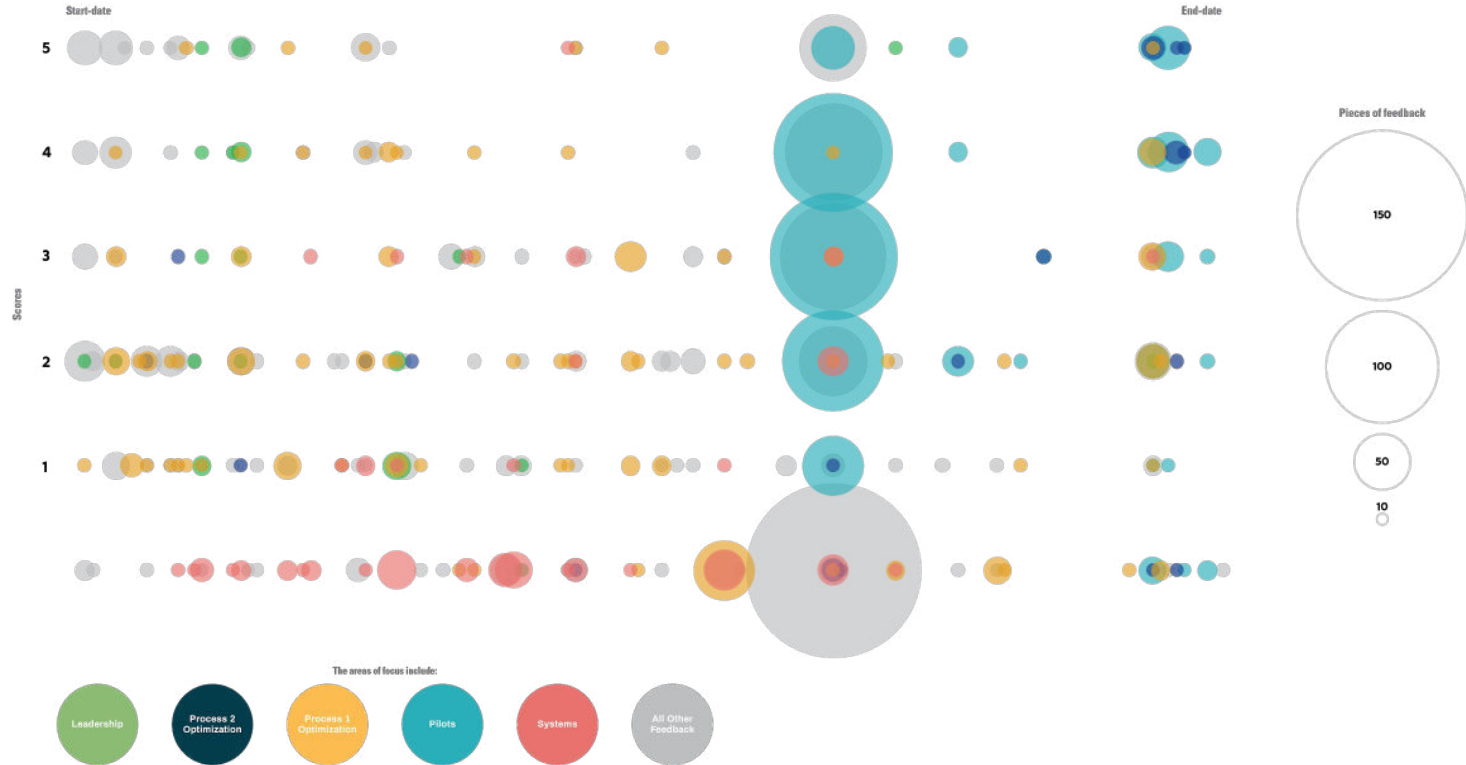
This optimizes capital investment, ensuring resources are allocated to the most viable ideas.

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Feedback from cross-functional teams highlighted four key focus areas.

Enterprise-wide collaboration

Integration with new systems

Visibility throughout the organization

Standardization of project templates

Our Advanced Analytics revealed long-term areas of opportunity, actions to take, and how to communicate the impact back to associates.

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Thinaër solves complex organizational challenges with a holistic solution that integrates proprietary data collection technology, analytics, and strategy consulting. We partner with leaders from Fortune 500 firms, large healthcare organizations, and multi billion-dollar companies.

With each engagement, we leverage our data collection technology—which integrates machine-data with human feedback—to develop a 360º view of the organization. We use these insights to inform our consulting approach, designing solutions that align with the organization's best opportunities and greatest needs.

Contact us at info@thinaer.io

Learn more at thinaer.io