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**CHANGE
MANAGEMENT
E D I T I O N**

SUSANNE EKSTRÖM,
CEO

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MANAGEMENT**

**'THE
GAMECHANGER'
FOR
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SEE MANAGEMENT 'THE GAMECHANGER' FOR ORGANISATIONAL EXCELLENCE

By Hanna Wilson

At 16, Susanne loved playing basketball and knew that she performed her best as a point guard. However, due to Susanne's height, the coach insisted on her playing centre. The ensuing conflict of interest resulted in Susanne becoming anxious about even going for training, and her performance gradually dropped, drastically lowering her self-esteem. Finally, one day, she wasn't motivated to play any longer and quit the game altogether. Although it dampened her spirits back then, little did Susanne know this would be a valuable stepping stone toward her career in the future.

Fast forward to 2001, and fortune failed to work in her favour again. This time, Susanne was a top-level manager at a dot-com company that did reasonably well in business. While things seemed to be going well, the company hit a rough patch when investors stopped investing money in the company. On a Monday morning, her CEO called in with the shocking news that the company has filed for bankruptcy. Susanne learned that it was the absence of effective communication, and streamlined processes, coupled with the company's productivity challenges led them into shutting down their



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business. Many people, along with Susanne, lost their jobs overnight.

Although both the experiences ended on a sad note, on the brighter side, Susanne's career was born from the lessons she learned. It dawned on her that both instances had striking similarities. "Like in basketball, only when you have a team that is synchronized, motivated, likes to play together, have a goal, and has a good leader who supports and leads the team, can they stay motivated, productive and bring more wins to businesses," explains Susanne Ekstrom, CEO of SEE Management.



Missing Out on Wins

According to Susanne, teams that are not synchronised fail to achieve their goals and perform poorly. Leaders need to listen to their teams and customers and ask for their opinions while putting together a strong foundation of culture, processes, and company values. Frequently, organisations struggle to maintain their winning streak as they are reluctant to change the traditional practices, continue to put out fires as a part of their daily activities and find a temporary fix to a permanent problem. To solve issues, they reorganise their line functions, which provides short-term relief instead of addressing the root cause of the challenge and often end up circling back to the same spot. Subsequently, urgent matters like firefighting activities take precedence over essential tasks like handling customer requirements and long term goals, which are given lower priority. Therefore, managers are swamped with operative tasks and unable to achieve the desired results, irrespective of the time, resources, or effort. Drawing on her personal experience, Susanne put two and two together and created a unique change management strategy that helps companies win more games, leading to

the inception of SEE Management Consulting AB in 2017. By driving the desire and ability for change through its novel strategies, SEE Management helps organisations and their employees achieve exceptional results.

The "Compass" to "SEE"

Through its winning change management strategies, SEE Management helps managers take in suggestions or feedback from their colleagues and clients on the areas of improvement and then prioritise their tasks and goals to start working on them. Like multiple stages in a rocket launch, if the leader listens to the team and makes the changes that they want first, then their motivation and ability are more open to listening to what the leader wants to change," explains Susanne. "Hopefully, the ideas of the leader are in sync with the team – or that they understand why this needs to change even if they don't necessarily like it." To this end, SEE Management offers a "Compass" with which companies can "SEE" and check if their goals are aligned to understand the direction of their progress. The "Compass" covers the different aspects of the company, such as culture, structure, vision, mission, leadership, and capacity to change together with customer focus. SEE Management assists managers in identifying what can be done differently, mapping their processes and offers a strategy for implementation that directly benefits their business. "We help you take some timeout and "SEE" what is difficult to understand, and that will change your game," remarks Susanne.

To help mid to senior management employees achieve success through change management, SEE Management focuses on three main areas—increase customer focus both internally and externally, improve productivity and effectiveness, and involve co-workers on what needs to be done and how to go about it. This encourages their participation and keeps them motivated. Managers, co-workers, and change managers or process developers benefit from SEE Management's "The Seven-Step Strategy or the Gamechanger". This seven-step change management strategy helps them identify and prioritise tasks, improve different functions, and implement a strategic plan for better results. This way, managers get to form a team that is aligned in their communication and execution, which in turn attracts and retains satisfied customers.

Climbing the Seven-Step Strategy to Change

What makes SEE Management a class apart from the competition is its proven and effective seven-step change management strategy that guarantees results within 30 to 60 days. Another commendable highlight is Susanne's ability to function as a catalyst or a workshop leader that engages with both organisations and managers, inspires

them, and leads them to find solutions to their issues and increase their efficiency. She assists customers by communicating and aiding them in visualising their goals and working processes. Susanne is a doer and a generalist who takes up new tasks with great enthusiasm and motivation, which makes her work highly valued in the market.

SEE Management's offerings focus on two aspects—change management consulting and online training programs. The company provides change management consulting to clients in the public and private sectors, along with mini-courses and e-learning programs for managers, employees, and change managers. Users can access paid content like video lessons and training programs through its learning portal with support services or coaching from Susanne or utilise the mini-courses for more information. The support services depend on the size and kind of program that is pursued by the users. Individuals themselves can learn the change management strategies by engaging in change projects within their company during the time of the e-learning program along with Susanne's support and guidance. Companies can be assured of a long-term ROI on deploying SEE Management's change management strategies.

Winning Games Effortlessly

Susanne proceeds to explain the success of her game plan with one of her clients, an In Vitro Fertilisation (IVF) clinic. The clinic had a mandatory EU requirement for care guarantee, which granted patients the right to specialist treatment within three months. As more couples needed help in IVF, this increased the staff's workload as they had to fulfil care guarantee on a large scale. After the clinic implemented SEE Management's process development,

the team managed the care guarantee paperwork and fulfilment effortlessly despite a 30 percent increase in patient volume. The clinic succeeded in reducing its shortcomings, increasing its patient safety as well as availability, and at the same time, securing its health process. What's more, the employees got increasingly motivated and further developed the process to work better. They even won a quality prize for their new way of working.




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Susanne points out another instance where SEE Management crafted a success story for a seminar company. Since the client did not have a standard process to produce a seminar, they ended up spending extra money and resources on building and hosting workshops. As a result, it took

a person anywhere between four to 60 hours to create a seminar. The client collaborated with SEE Management and developed a joint model that streamlined their working processes into a single one. By deploying their seven-step “The Gamechanger” strategy, SEE Management was able to help the client come up with solutions to solve their bottlenecks, reduce their employee's stress and the wastage of time and resources. With the strategy, the client saved almost 9,000,000 SEK in annual costs. SEE Management also helped the company to increase the quality of their seminars by creating a uniform template that could be used everywhere by the client. The employees were able to save time, which could now be used to do seminars faster and on a larger scale.

Driving Organizations to Success

The company's latest project is with Göteborgs Spårvägar(GS) that operates the whole tram system in Gothenburg, Sweden. Together with Göteborgs Spårvägar, SEE Management is looking at streamlining their long-term and short-term planning and maintenance processes to help them function. Despite scripting several success stories, Susanne however, credits SEE Management's triumph to its clear strategy and unwavering focus while developing change management processes. The company's numerous success stories are all accredited to its two pillars—the consultancy part and the online education part, which includes an easily accessible learning portal and different e-learning programs.

“No matter the game, I'll help you change the game for the better,” signs off Susanne with a touch of pride. “Our change management system is novel and is future-proof, which will give you long-term ROI—in your current as well as future organisations.” 

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*The annual listing of 10 companies that are at the forefront of providing
Change Management consulting / services and impacting businesses*