

JOB REDESIGN

CASE STUDIES

- [1. Marketing Communications & CRM]
- [2. Business Support For Exploring New Market Opportunities]
- [3. Talent Management]



Transform Marketing Communications and CRM to enhance customer engagement and experiences

Sector: Early Childhood Care & Education



Project Overview:

The job redesign for a preschool client addressed parents' growing use of digital communication channels, focusing on the need for effective and unified engagement of parents across all online touchpoints.

The **Principal's job role** was enriched to include a strategic focus on marketing communications and customer relationship management, thus driving positive word of mouth and referrals.

Key Outcomes Achieved:

- **Streamlined communications processes** resulting in efficient and unified workflows that emphasize consistency in branding
- **Enhanced customer experiences** by strategic reinforcement of customer-centric practices
- **Increased effectiveness of coaching** by the Principal with the use of OJT guide and job aids for fostering personalized and high-quality interactions



Our Methodology:

- Conducted sense-making session and held conversations with the Principal and key staff.
- Assessed current processes for communications and feedback to parents
- Identified process gaps and opportunities for greater efficiency and/or effectiveness
- Designed new job role, processes and related communication tool-kit
- Facilitated Principals' adoption of new processes and tool-kit for her enhanced job role



Mr Any Teo,
Preschool
Business Owner

Our Client Experience:

"The professionalism, expertise, and dedication exhibited by the consultants were truly commendable. Their insightful approach and attention to details resulted in a transformative experience for our school and staff....The job redesign not only streamlined our processes but also brought about a positive change in the work environment."

Redesign job role to strengthen Business Support for exploring new market opportunities

Sector: Wholesale & Food Manufacturing



Project Overview:

Through job redesign, the **Business & Admin Manager's role** was enriched and enlarged to extend stronger support for the company's strategic initiatives for new market development, tapping into OEM and export business opportunities.

Key Outcomes Achieved:

- **Improved operational efficiency** with streamlined processes and related tasks for exhibition / trade fair preparation and d setup
- **Enhanced proficiency** in managing OEM client relationships
- **Strengthened brand position** by adopting a coherent approach for content creation, supported by brand guide and standard procedures



Our Methodology:

- Conducted sense-making session and held conversations with the GM and impacted staff
- Evaluated existing processes for business development and customer engagement
- Identified gaps and opportunities for greater efficiency and/or effectiveness
- Designed new job role, processes and related tasks
- Facilitated prototyping of enhanced role and processes through participation in a trade exhibition



Ms Winlin Ng,
General Manager at
Food Manufacturing
Company

Our Client Experience:

"Thanks to the programme, our staff is now confident in supporting marketing activities and applying a unified approach for B2B branding across different aspects of our business..."

The team at KLCII consistently brings fresh and innovative ideas to the table.....Their collaborative and attentive approach made the entire process smooth and enjoyable."

Enhance Principal's role to hone talents for Human Capital Development

Sector: Early Childhood Care & Education



Project Overview:

Previously, high potential staff were identified by Principals without standardised benchmarks. The project added higher-value responsibilities in talent management for the **Principal's role**, establishing clear criteria for recognizing high potential staff, and providing opportunities to foster their development.

Key Outcomes Achieved:

- **Better leadership succession planning** with accountability and talent benchmarking
- **Enhanced high potential staff's engagement**
- **Educators' job attractiveness grew** with better career prospects and opportunities
- **Principals' job satisfaction** increased when their efforts led to better talent retention and development



Our Methodology:

- Conducted focus group sessions with the HR and Cluster Supervisors
- Designed a transparent and standardised method for selection of high potential teachers
- Created process for identifying platforms for high potential teachers to apply new skills, lead projects and adopt new roles (e.g. technology champion), which provided references to support principals' recommendations for promotion
- Facilitated Principals' understanding and adoption of the new talent identification and management methods



Mr Ng Tiow Seng,
General Manager,
Group HR

Our Client Experience:

"The implementation of the talent programme has not only motivated our teachers through enhanced career prospects but also allow us to plan our leadership succession to the third echelon in some of our centres. We look forward to more of such collaboration....."

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