



By confirming its current growth strategy pillars, assessing its readiness to execute, and strategically applying SiriusDecisions' frameworks and templates, Alfresco created a foundation for ensuring sustained alignment beyond the planning process – all the way through execution.

The biggest indicator of success so far is that the organization finds itself returning throughout the year to the original plans it created – something it didn't always do in the past.



Challenge

Alfresco needed to **enhance its end-to-end strategic planning process** and **consider its own level of readiness** to execute against its primary growth strategy.



Solution

The team participated in a **pre-planning workshop** to identify similarities and differences to become the basis for shared planning assumptions. They leveraged the **SiriusDecisions Intelligent Growth Readiness Framework** to help assess Alfresco's level of readiness to execute against its growth strategies. They then developed their marketing plans with guidance from elements of the **SiriusDecisions Marketing Planning Process** and the **Marketing-Plan-on-a-Page Template**.



Result

By considering their readiness to execute against growth strategies, Alfresco realized immediate value, as the organization was **able to make decisions faster and align on common goals**. Using the Intelligent Growth pillars as a core planning tool also helped validate assumptions and resulted in **tighter alignment and interlock across functions**.