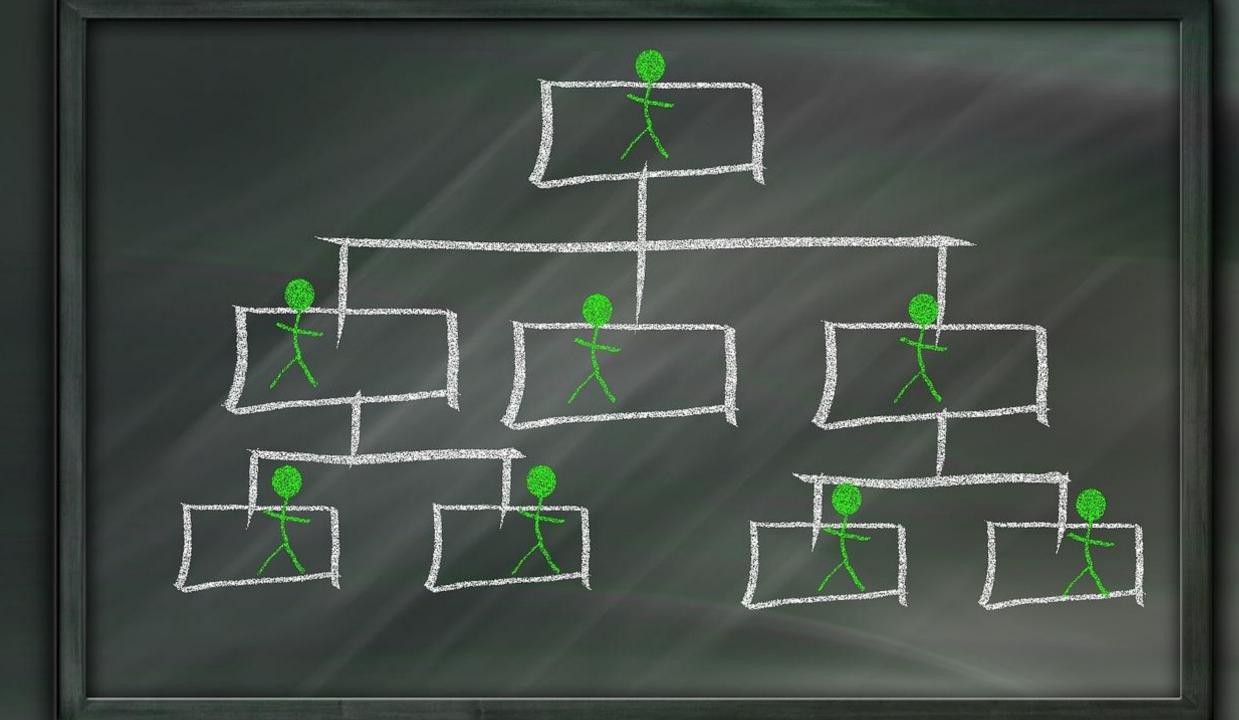
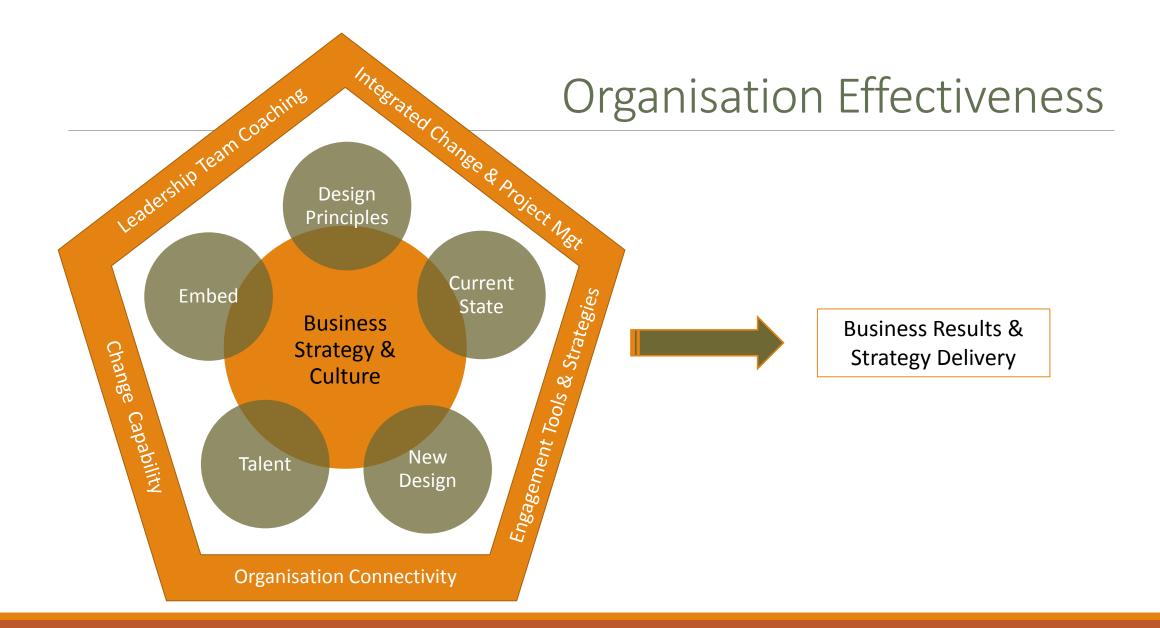
WE'RE THIRD APPROACH

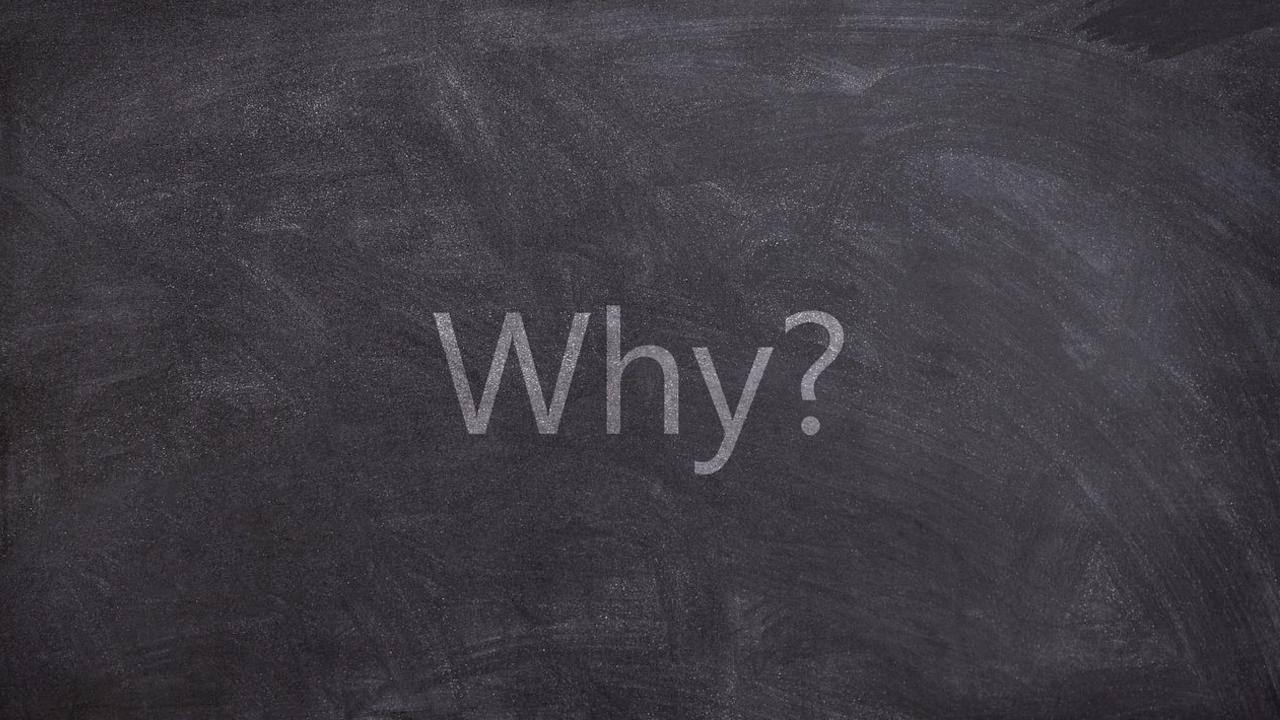
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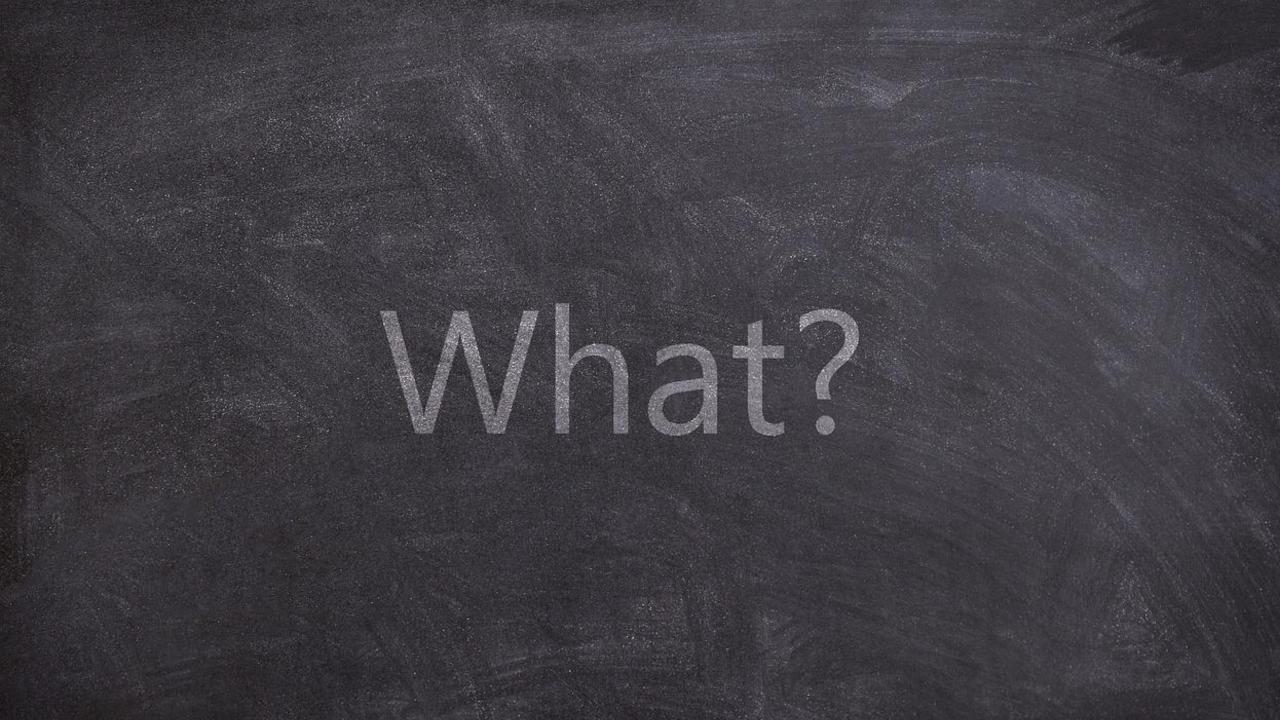


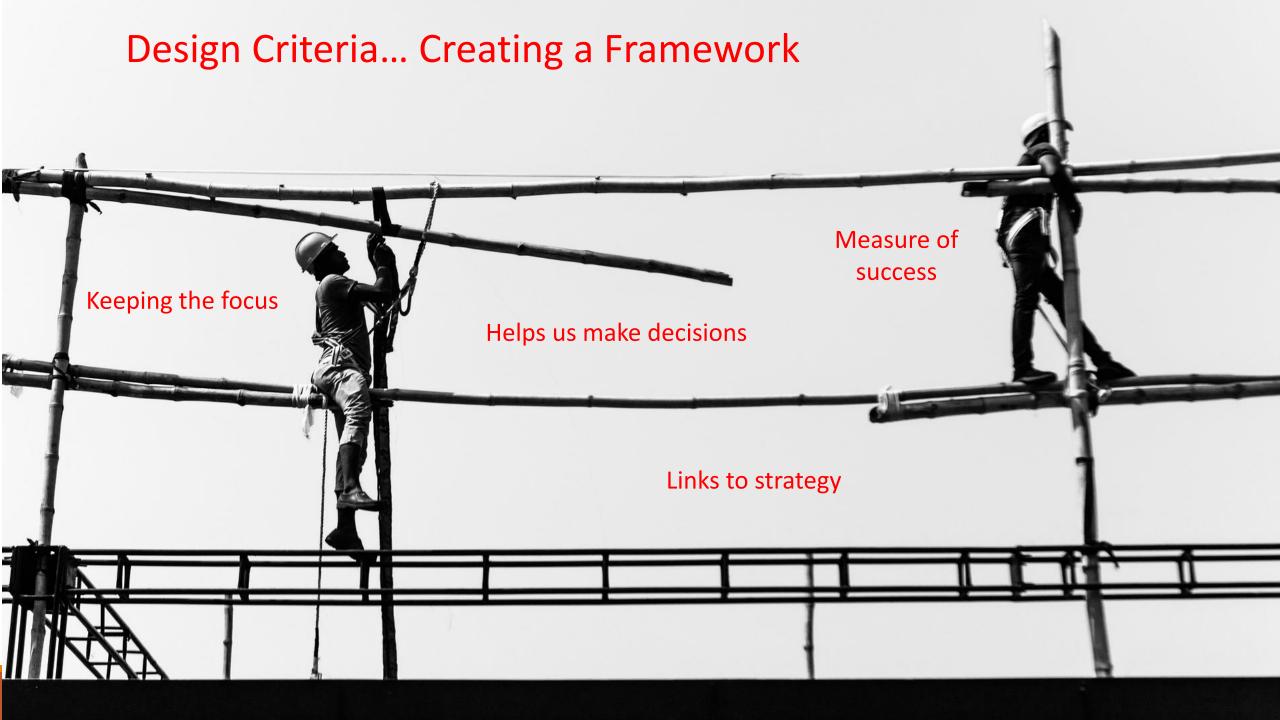












Criteria The right level / pitch of leadership roles to drive the strategy	THE WINE SOCIETY 1874
Enable all roles to have direct line of sight into the strategy	Few layers Clarity of role
Allow us to transform our business and then continue to develop at a fast pace to be amongst the front runners	Leadership and structure in IS to adapt to meet the needs of new members – define the top tier role. Ensure have change capabilities and structure to deliver and drive transformation and continue at fast pace
Clear accountability for the acquisition and engagement of new target members	External / outward facing views. Digital strategy and mobile focus, product & service need. Identify where the responsibility sits at ET level. Drive and coordinate across the business
Continue to deliver an excellent member experience	All areas of the business – cross departmental influence / touch points External view
Be structurally efficient	



Scalable

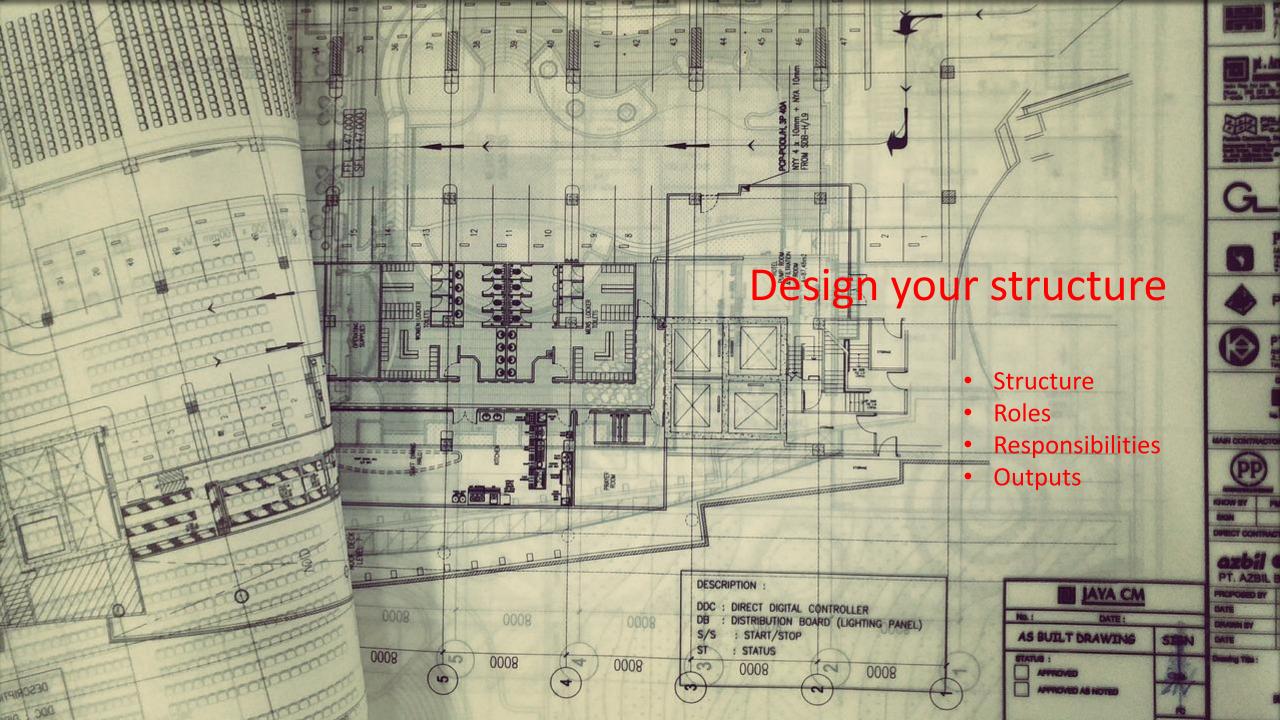
Clear & Simple

Allows progression

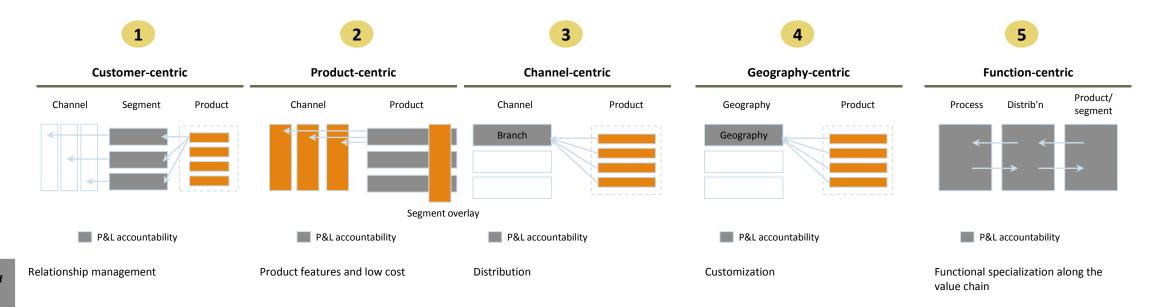
External / Customer focussed

Organised around Supply Chain / Project flow



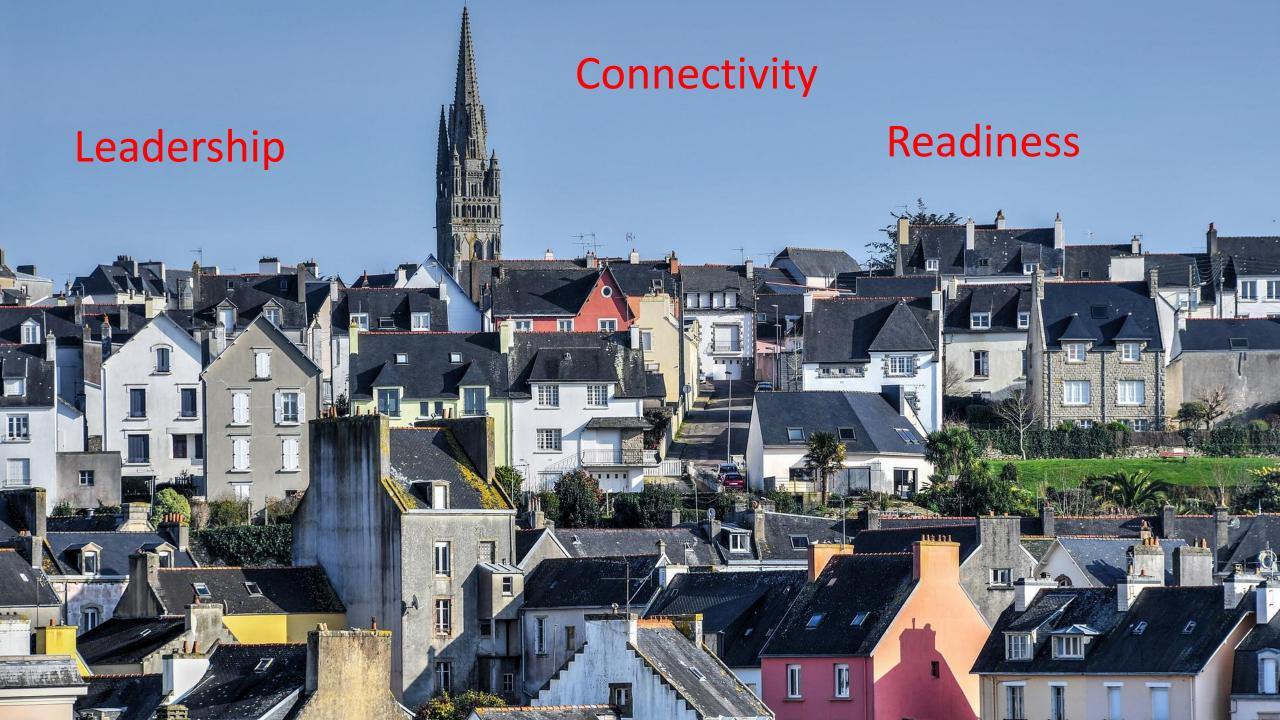


Five most commonly observed designs



Typical source of advantage





Running Your House Smoothly

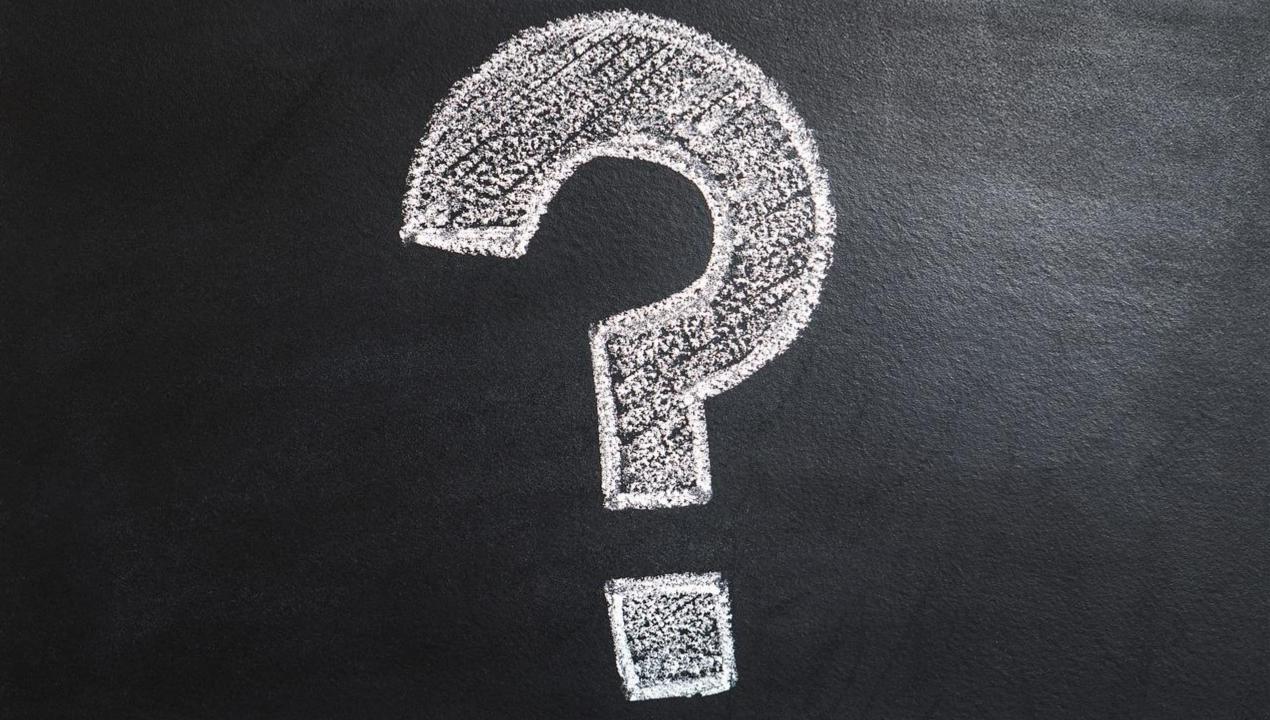
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Managing Your Build

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