

## CASE STUDY: The Warehouse

### overview

The Warehouse is New Zealand's dominant retailer. To maintain its strong position, The Warehouse must consistently refine its strategy to reflect the changing economic and consumer environment.

### problem

The elements of The Warehouse's former strategy are so well known that communicating strategic change has always been very challenging. Internal change management and communication also continues to be a major focus. The Warehouse decided to prepare a series of internal and external presentations to communicate where the company was headed. A greater emphasis on quality and creativity was an important part of the strategic story, so these elements needed to be demonstrated in the presentations. The company needed to walk the talk.

### solution

LTW developed the components of a new 'visual language' for The Warehouse, together with a clear set of written presentation scripts. The new language was instantiated in a number of presentations, which clearly demonstrated the break from old patterns.

### benefit

“Our changes in strategic direction are becoming well understood by our team members, suppliers and customers. LTW has a unique skill set in the New Zealand market, combining strategic acumen with creative flair.”

– Phil Jamieson, Group General Manager of Strategy.

