

# Organizational Alignment for Revenue Generation & Increasing Profitability

Organizational alignment stands as the cornerstone intervention of TPP World, a Delhi-based business consulting and training firm dedicated to fostering business growth and individual success since 2006. With a **rich portfolio spanning over 200 organizations and the training of 50,000 professionals**, TPP World has developed a comprehensive framework to propel organizational excellence.



## Framework Overview:

1. **One Model:** SK Total People Productivity Model ©2019
2. **Two Platforms:** Organizational Alignment, People Programming
3. **Five Products:** Target, Team, and Trust (3Ts), Culture of Accountability, Leadership Development, Individual Development, Career Building

## Z Concept

1

### FACTORS:

Management, Man, Machine, Method, Material, Money

3

### PROCESSES:

200 processes and 800 sub-processes in manufacturing organizations



2

### FUNCTIONS:

Management, Marketing and Sales, Manufacturing, New Product Development, Commercials

4

### PEOPLE:

Over 1000 personnel across five hierarchical levels of Business leaders, functional leaders, section in-charges, front-line team leaders and team members

## DDAMAIR Approach

D

Define

D

Develop

A

Align

M

Measure

A

Analyze

I

Improve

R

Reward

## Implementation for Revenue and Profitability:

- TPP World follows a meticulous process of organizational alignment to enhance business revenue and profitability.
- Through product-based analysis, planning, setting targets, and model examination, factors, functions, processes, and people are scrutinized and optimized.
- Factors – Management and men play pivotal roles, driving resource optimization and operational efficiency.
- Functions: Function-based enhancements are aligned with business requirements, focusing on management, marketing and sales, manufacturing, new product development, and commercials.

### There are 14 functions:

- Management
  - Marketing and Sales
  - New Product Development
  - Production Planning
  - Production
  - Quality
  - Maintenance
  - Dispatch
  - Purchase
  - Stores
  - Finance
  - HR
  - Adm
  - IT
- **Processes and Sub-Processes:** Detailed mapping and understanding of each process and sub-process, recognising them as key drivers of results.
  - **People:** Acknowledged as the primary agents of change, individuals across all organisational levels are integral to driving alignment and achieving desired outcomes.



## TPP World Success Journey

Organizational alignment emerges as the linchpin in enhancing revenue and profitability, epitomising TPP World's success.


Thorough understanding and implementation of each element ensure optimal results, leading to the elimination of non-value-added components and resource optimisation

TPP World's framework has been successfully implemented across all 200 organisations, underscoring its efficacy in driving organisational excellence, either directly or through affiliated firms.



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