



# CASE STUDY

## Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

### Company type

UK provider of fitted kitchens, appliances and joinery products

### Key drivers for Pop-up Board/background

- To gain ideas on shifting from a trade-only brand to also having a consumer-facing presence in response to greater digital awareness by end customers of products
- To ask questions around what cultural changes are needed to make this shift
- To better understand how people within the business will play a role in the digital and innovation agenda

### Outcomes of Pop-up Board

- The realisation that the business was looking for an 'adopt and adapt' rather than a fail-fast culture
- The need to think about the skills set of the depots, and to find case studies of the skills/behaviours you are looking for and champion these individuals across the business
- The use of data to back up successes, especially considering the business' commercial culture, will provide a good incentive for change
- The importance of good communication and finding a way of balancing the heritage of the brand with the new digital agenda
- Bringing in new skills is important but it is also about beliefs and culture change

**“ Having the chance to spend time with a group of peers and discuss some of the issues we are facing was fantastic. It gave me some invaluable perspectives and I left with a different opinion about what our business needs to achieve the next step. ”**

Criticaleye Member