

Conducting an Organizational Staffing Assessment for a Personal Care Company

This mid-sized personal care company has been a trailblazer in its industry since its founding. Over the past five years, it has experienced remarkable growth, driven by shifts in consumer behavior and evolving market dynamics. Despite this momentum, the company has maintained a lean approach to staffing.

Looking ahead, the company anticipates continued expansion over the next three years, fueled by eCommerce growth and increased investment in consumer marketing. In preparation for this growth, leadership recognized the need to reassess its organizational structure and workforce strategy. To support this effort, the company partnered with Clarkston to conduct a comprehensive organizational staffing assessment.

The engagement began with in-depth stakeholder interviews to gather insights into the current staffing landscape. Clarkston met with over 30 stakeholders across departments to understand where teams are currently well-resourced and where adjustments are needed to support future growth.

To provide context and benchmarks, Clarkston collaborated with seasoned professionals from the personal care industry who have navigated similar growth journeys. This was complemented by independent research and insights from internal experts, allowing the team to develop a well-rounded view of how each department should evolve.

With benchmarking data and interview findings in hand, Clarkston conducted a thorough analysis, comparing the company's current organizational state with industry standards while taking into account the unique qualities of the business.

The engagement concluded with actionable recommendations at both the enterprise and departmental levels. Clarkston outlined priority areas for optimization to ensure resources are strategically deployed for maximum impact. Pleased with the outcomes, the client has chosen to continue its collaboration with Clarkston as it enters this exciting phase of growth.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products

**PRODUCTS
AND SERVICES:**



Personal Care

PRIMARY OBJECTIVES:

- Assess current state of overall business and business function readiness for growth
- Evaluate organizational effectiveness as it exists today and determine if company is appropriately resourced for current needs
- Identify where resources are appropriately allocated and where gaps exist to support future growth
- Provide recommendations around resourcing for both current needs and future growth

RESOLUTION:

- Reviewed three-year plans and associated detail by function to understand intended growth model and future state
- Gathered data to build an understanding of current resourcing structure, organizational layout, and headcount, as well as existing plans for future resourcing changes
- Gathered insights from a selected group of personnel across relevant functions to understand current resourcing challenges, pain points, and opportunities
- Defined resourcing level needs to support the three-year plan and assess current resourcing levels for each function
- Conducted benchmarking through obtaining input from industry experts and performing independent research
- Recommended a future resourcing model in context of industry leading practice, while being mindful of client’s principles
- Developed a series of recommendations to optimize resourcing in support of the three-year strategy and existing needs

KEY BENEFITS:

- Shared and emphasized need for refined processes and integrated technology platforms with key executives
- Outlined new hires that client should make to close current and future staffing gaps
- Provided organization-wide and departmental recommendations to prepare client for growth

KPIs

- Conducted 30 interviews with 34 internal stakeholders
- Met with 14 department leads to understand needs
- Provided 18 detailed company-wide recommendations and 110 department-specific recommendations
- Outlined 8 new hires that client should make to close staffing gaps
- Delivered final report outlining recommendations and top priority needs