

Resource Allocation Assessment to Support Sustainable Growth

The client has recently experienced large growth, in part due to health and wellness trends accelerated by COVID-19. They have maintained their aggressive growth targets but have not increased their headcount. The client was concerned that the increased growth was straining their existing resources, so they originally engaged Clarkston for an organizational staffing assessment to determine how and where to grow responsibly within specific business functions.

While one department had requested additional staffing, leadership sought greater clarity around where time constraints were occurring in order to allocate resources more effectively. To gain deeper insight into how time was being spent within the department, Clarkston was engaged in designing and administering a time survey.

By interviewing key departmental stakeholders, Clarkston developed a survey to capture how employees allocated their time within their department in support of broader organizational needs and time spent on managerial responsibilities for employees in people management roles.

The survey was launched, completed, and analyzed on an accelerated timeline. Clarkston presented the findings to leadership, highlighting key insights and actionable recommendations to support more intentional resource allocation and improved time management. As a result, Clarkston helped the client identify resource gaps and opportunities to better align time and staffing with organizational priorities.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY



Consumer Products

PRODUCTS AND SERVICES



Health & Beauty

PRIMARY OBJECTIVES

- Collect data on the current time usage across the department
- Build a survey to gauge employee sentiment on areas needing additional support
- Present findings to inform the growth plan

RESOLUTION

- Drafted time survey questions based on previous client work and research for each of the sub-departments we collected data from: Quality, Regulatory & Compliance, Research & Development, and Sustainability
- Met with each department head to review the questions and determine if they applied to the team as well as add any questions needed to capture important information
- Built time survey structure in Qualtrics while questions were being refined
- Executed dry runs of outputs and analytics using mock data
- Created survey and distributed to employees once questions were refined and signed off by the client counterpart
- Routinely downloaded and analyzed results for quality/completeness while the survey was live and also began creating an outline for the final presentation slides
- Distributed a second survey specifically for managers after realizing the structure of the original survey was not conducive to accurate results for managers
- Downloaded all results and transformed data into actionable insights with accompanying visuals
- Presented final results to the client counterpart on an extremely accelerated timeline due to extenuating time

KEY BENEFITS

- Created an accurate, weekly time-spend snapshot for multiple departments
- Uncovered insights into time sinks and potential areas for efficiency
- Determined average weekly time spent across functions and identified which teams needed additional resources

KPIs

- 5 interviews conducted with function heads
- 2 time surveys developed in a hyper-accelerated timeline
- 85-slide findings report presented to leadership

“Once again, I really appreciate your great work, and am grateful for [the team] working diligently and flexibly to accommodate my timeline...”

- VP of Operational Sustainability & Innovation

CONTACT US

