

EMBRACING THE DELTA

Whether an organization is small and trying to determine how to increase market share or large and experiencing a period of rapid growth, how a business embraces the delta between “what is” and “what could be” often predetermines organizational stability or collapse.

Effectively managing corporate change is—without a doubt—one universal indicator of a business’ success.

Corporate leaders often cannot manage change on their own and need the analytical expertise of an Operations Research (OR) specialist. An interdisciplinary branch of applied mathematics and science, OR uses mathematical modeling, statistical analysis, and optimization to generate a range of recommendations to complex problems. At Delta Decisions of DC (Delta Decisions), the Managing Partners hold PhDs in Operations Research or Applied Mathematics, making analytical problem solving the cornerstone of our approach to organizational change management.

At Delta Decisions, we design our basic problem solving approach (**Figure 1**) to include three overarching steps.

1. **Understand the big picture.** Our consultants assess the environment to gain a clear understanding of the problem(s) and challenges as well as to identify all direct and indirect contributing factors.
2. **Analyze the problem.** We identify how various factors impact the system and utilize mathematical methods, such as modeling & simulation and business intelligence tools to analyze the problem constraints.
3. **Develop customized solutions.** We create customized solutions to fit the dynamic needs of each client’s problem(s). We scale our solutions to include and monitor all direct and indirect factors that may potentially impact the organization’s success.

Using this approach, we not only help our clients identify the changes that need to be made, but we also manage their change. We design a phased approach to implementation, one that identifies a set of customized conditions for each phase and performance metrics that must be attained and continually measured to ensure the success of the implementation.

Our analytical approach identifies current and potential issues, designs solutions, and implements change management strategies within any industry, and we consistently provide positive results across sectors. The one prerequisite to success is desire. When an organization embraces the necessity for change and commits to adopt a data-driven solution, the organization naturally improves. Whether it optimizes operations, increases profits, or more firmly establishes its market share, the organization flourishes. The success transforms organizational fear and apprehension into confidence, encouraging leadership and employees to commit, manage, and welcome change as an opportunity to improve.

FIGURE 1. BASIC PROBLEM SOLVING METHODOLOGY

The graph below represents an organization seeking to increase a specific output or goal (e.g., market share, revenue, or utilization rate) as a function of a specific input (e.g., customer base, operating costs, or resources). Operations Research (OR) consultants analyze how direct and indirect factors impact desired outputs. Using mathematical techniques, Delta Decisions consultants study the organization and identify relevant variables to determine all direct and indirect factors. Our consultants design a customized solution to understand and manage the system to efficiently reach the organization’s desired goals.

