Case Study 1

The Brief – Market Intelligence Report

Wilbury Stratton was invited to work with a Global Technology Vendor that wanted to establish and understand the landscape and maturity of the sustainability technology market in the UK.

The objective was to enable the company to make informed decisions about how to structure and develop the sustainability technology services strategy to support new customers. The report gathered critical information from competitors looking to strengthen specific technology solutions.

The Approach

The Market Intelligence Report was a bespoke research report to identify the size, scope and strategy behind the technology services, consulting, systems integrators and outsourcing market in the UK. It provided a breakdown of where organisations are focusing, what their strategies are for future sustainable technology offerings and which companies are leading the way with innovation.

The research report included a summary of findings about where organisations are in terms of the different phases of development with their sustainable technology offerings, along with the commitment behind this and how it is being taken to market.

The Outcome

The report provided a high level overview of what the technology industry is taking to market in terms of sustainable technology offerings and the scope of market within competitors.

The report described competitors’ commitment to this issue and a real time understanding of the size and scope of the market landscape. It provided the material to develop a proposal for the global Board of Directors to consider for the future strategy of the sustainability function across the UK business.
Case Study 2

The Brief – Market Map

A multi-billion dollar global Engineering and Construction company headquartered in the US engaged Wilbury Stratton to conduct a Market Map peer review. With advice from Wilbury Stratton the company decided on a list of ten organisations to map - nine competitors and one client.

Wilbury Stratton was asked to focus on the corporate centre for sustainability within each organisation, and its relationship with the business units on an international basis. This information was intended to be used to shape the strategy behind the corporate sustainability structures across the organisation, and as a training and development tool for the sustainability team.

The Approach

Wilbury Stratton has an extensive network across the Engineering and Construction industry. Our global research team reviewed all the company sustainability reports and strategic planning documents and then mapped the central and divisional/regional sustainability teams, working groups and Board level leadership.

The team also researched past employees and sustainability consultants working alongside these businesses. The majority of the intelligence was obtained through detailed conversations and interviews with these key individuals, thereby generating real-time information and market perception.

The Outcome

The final report detailed the journey to date for each of the target companies in developing corporate sustainability, and their plans for the future. The focus was on the structure of the teams and working groups, their remits and responsibilities, and how sustainability had been embedded across each organisation. It showed the level of Board support and gave key examples of where a corporate sustainability strategy had been used to create competitive advantage.

Once the final report had been submitted, Wilbury Stratton arranged a workshop for the client’s sustainability team involving a presentation of the report with question and answer sessions, and a development session with an Associate of Wilbury Stratton who is an industry leader and sustainability expert.
Case Study 3

The Brief – Talent Map

Wilbury Stratton agreed to undertake a talent mapping exercise on behalf of a Global Mining Company, one of the world’s largest gold producers, with the remit to source and qualify sustainability and community relations personnel within the Energy & Natural Resources industry.

A wealth of information was collected by Wilbury Stratton’s global research function, generated from several different information streams.

The Approach

Wilbury Stratton has a highly experienced global Research team which uses leading edge technology and specialist networking techniques to generate the data which is the basis for a Talent Map.

Target organisations were fully mapped using a combination of data already owned by Wilbury Stratton, and direct approaches to target companies. Research discussions were conducted with individuals across the brand teams to gather information regarding strategy.

The Outcome

Comprehensive insight into the sustainability talent pool within the Energy & Natural Resources sector was provided. Details of sustainability departments’ strengths, weaknesses and composition within competing companies were also compiled, together with compensation and benefits benchmarking information.

Market perceptions of the Mining Company were gathered and a pool of individuals across the globe was identified. This talent pipeline gives the Mining Company a plan of action when the need to hire arises in the short, medium and long term.