



Case Study

GSL UK Ltd

GSL is a leader in the provision of critical support services for public authorities and corporate organisations. Governments, local authorities and private companies on three continents have entrusted GSL to build and manage facilities, infrastructure and people on their behalf.

GSL employ some 8,000 people, in the UK, Australia and South Africa whose professionalism and commitment in their respective roles is key to the quality of their services.



GSL's need for strategic direction

GSL recently moved several thousand staff of a Cheltenham based client into a new building which has been designed to the most modern standards. At this site GSL are providing complete, integrated support services under a 30-year contract.

Having just completed an intensive move process, this GSL contract was at a crucial point. The nature of the remaining 27 years of the contract involved changing from 3 years of major project delivery to ongoing service provision. There was the pressing need to focus on less tangible deliverables centred on customer relationship management and high value customer service.

Red Ant Consulting was commissioned to enhance GSL's strategic and business planning, and to facilitate a process that resulted in a strategy to meet the new business demands over the next 10 years.

Red Ant apply the "Double Funnel™" process.

In partnership with GSL, Red Ant applied their 'Double Funnel™' process, consisting of five strategic planning stages. Within this process, creative workshops ensure unconstrained vision development and structured action planning delivers a living strategy with clear measures and targets.

The Red Ant approach ensured full engagement of the senior management team and delivered outputs in a format that lent itself readily to onward communication.

Liz Green, GSL Business Support Manager, commented: "Red Ant had one to one sessions with each member of the senior management team and helped us to think longer term. They also carried out workshops with us as a team which helped us to set strategic goals."

As a result GSL now has a clear long term vision for this contract, with detailed objectives and departmental targets. The day to day usability of the strategy is further enhanced by adopting Red Ant's one page summary framework.



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How GSL benefited from the strategic approach

Liz Green sums up the benefits: "The five stage process gives you a focus and increased direction. It makes the strategy come alive and ensures that it is built into our daily routines".

More information about the GSL can be found at www.gslglobal.com