



# PROJECT

## CLIENT REQUIREMENT



A global textiles manufacturer required the optimisation of the Research & Development (R&D) team structure to align with global best practice, business goals and designing people, process and systems solutions.

Sponsored by the COO and HR Director.

## CULP SOLUTION



An organisational design analysis of R&D operations including people, process and systems, psychometric assessments and interviews, competitor mapping, best-practice and industry research, structure designs, board presentation and approval, change management and individual counselling.

## RESULT & IMPACT



The optimisation process outcomes included a R&D operating model with a clearly defined team purpose and strategic objectives. 5x structures were designed and recommended each with different focus areas and priorities.

**R&D was optimized to encourage organisational research streams and encourage greater collaboration with the business to operationalize new product development and product enhancements/innovation. The changes resulted in space for more creativity in design, 1 additional resource, SLAs for an effective production process, systems optimisation in planning and sales, and a phased change process with little impact on production.**

**R&D team name changed to Product Development for talent attraction and engagement purposes..**

## LEARNINGS



A process-focused and product-focused manufacturing environment has very different operations and management-styles. It was important to understand the process of the client in order to recommend changes that were relevant, achievable and affordable. Product Development in manufacturing is the Growth team.

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