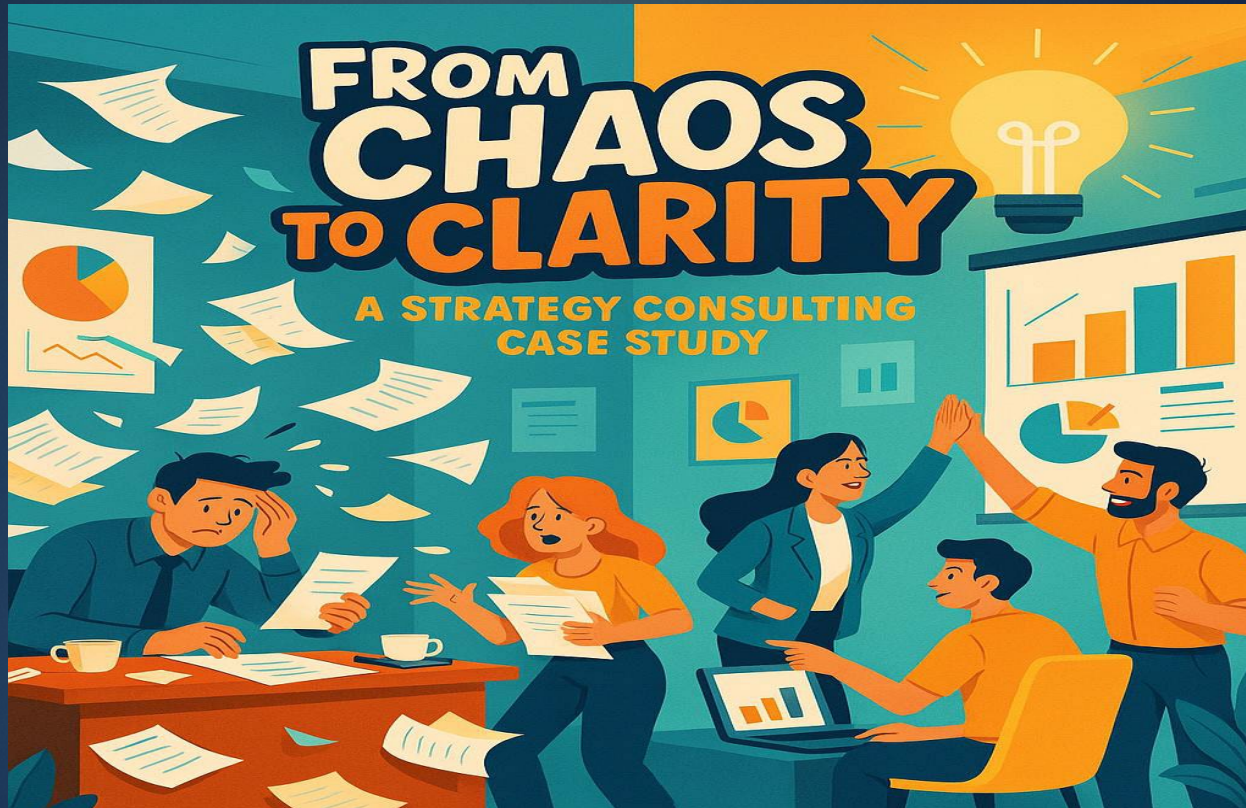


From Chaos to Clarity

- ▶ A Strategy Consulting Case Study
- ▶ Ivana Gibson | 2025



Executive Summary

- ▶ **Problem:** Rising attrition and unclear engagement drivers
- ▶ **Approach:** Stakeholder alignment, data-driven insights, and strategic recommendations
- ▶ **Outcome:** Roadmap to reduce attrition and drive strategic clarity

Client Context & Objectives

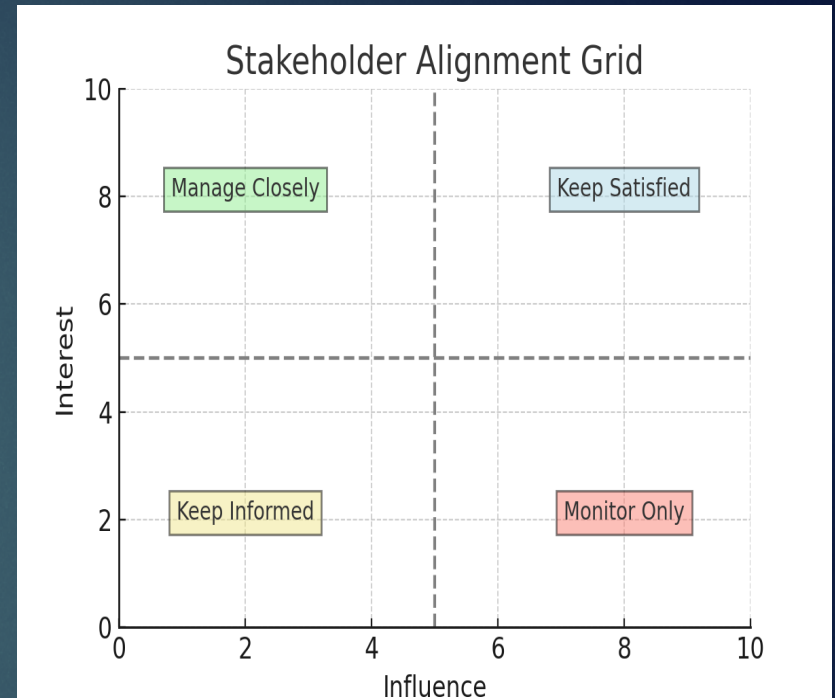
- ▶ Client faced increasing voluntary attrition, inconsistent engagement, and low clarity around internal role structures.
- ▶ **Objectives:**
 - ▶ Understand root causes using data
 - ▶ Align stakeholders around goals
 - ▶ Recommend strategic interventions

Problem Definition

- ▶ How might the organization reduce mid-tenure attrition and build a scalable engagement strategy?
- ▶ Framed using hypothesis-driven consulting model.

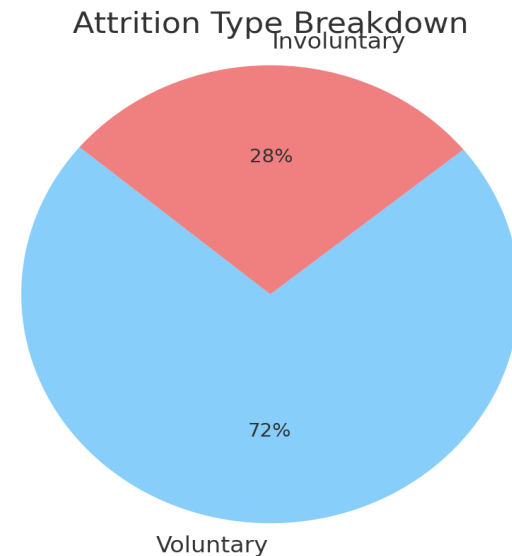
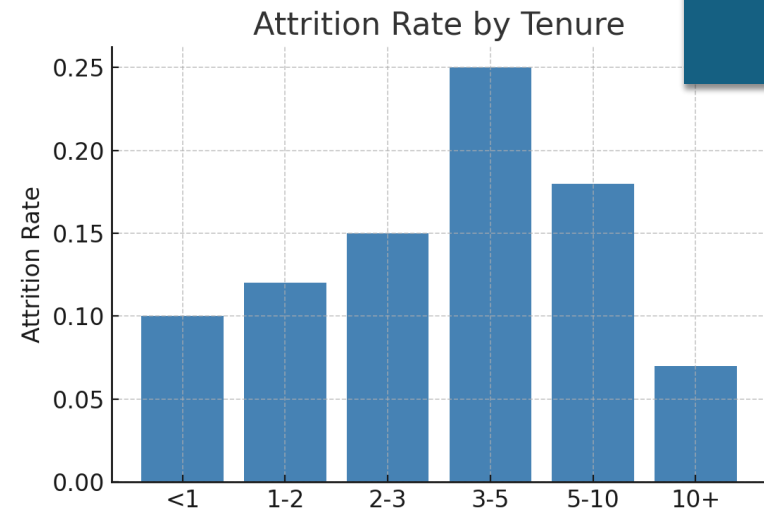
Stakeholder Landscape

- ▶ Stakeholders were mapped by Influence vs. Interest to prioritize engagement.
- ▶ The alignment grid (right) guided communication intensity, while the RACI Matrix clarified roles.



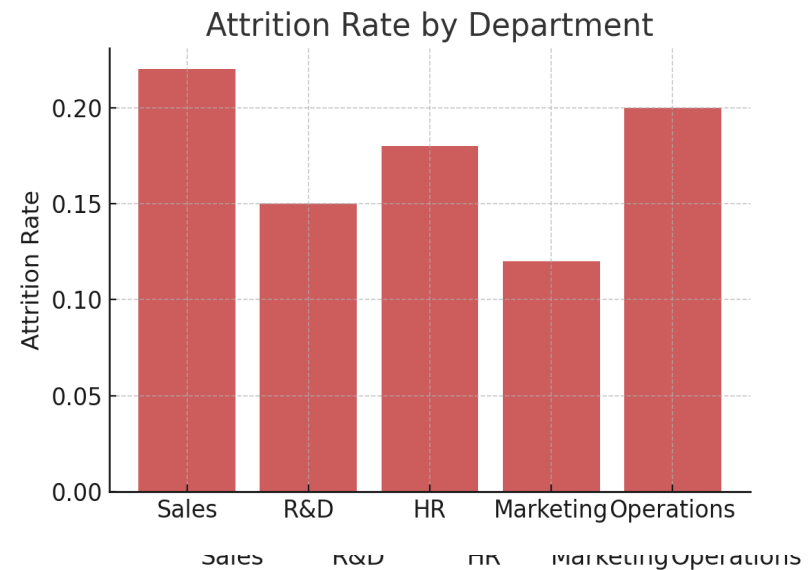
Data Highlights

- ▶ Exploratory Data Analysis (EDA) revealed key attrition patterns:
- ▶ Chart 1: Mid-tenure (3–5 yrs) employees had highest attrition
- ▶ Chart 2: 72% of attrition was voluntary — signaling disengagement, not performance



Key Insights

- ▶ 1. Mid-tenure talent at highest risk
- ▶ 2. Internal mobility blockers reduce retention
- ▶ 3. Stakeholder misalignment slows adoption
- ▶ 4. Proactive tracking can pre-empt exits



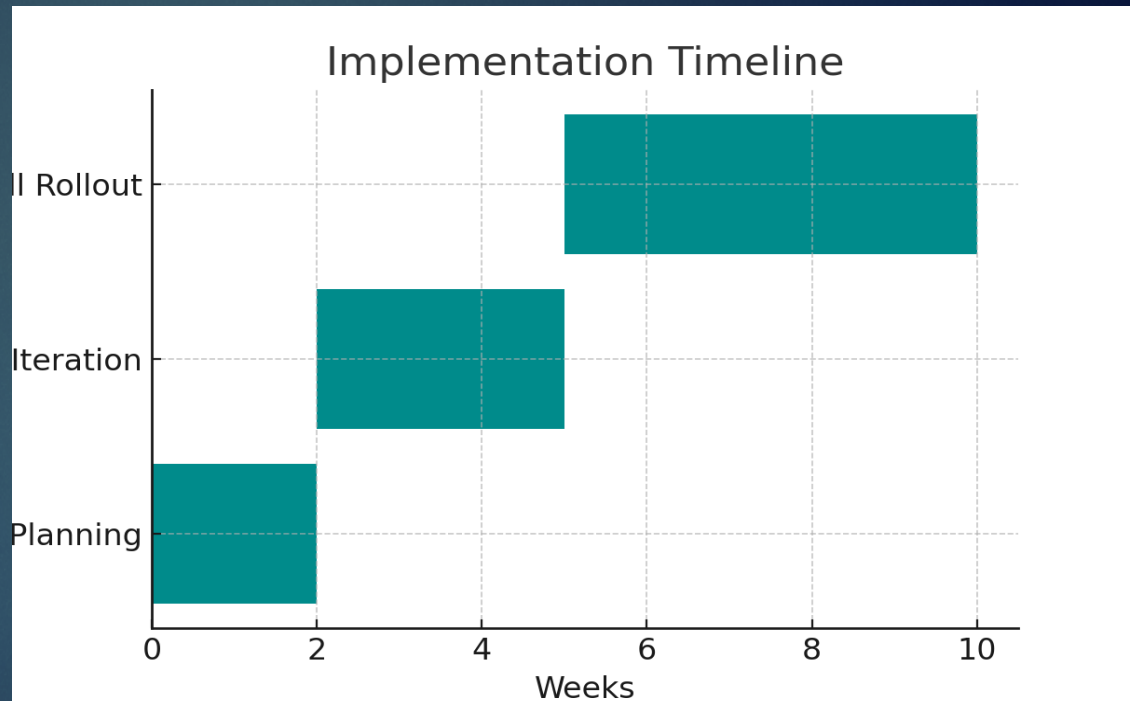
Strategic Recommendations

- ▶ 1. Establish internal career pathways
- ▶ 2. Launch manager coaching program
- ▶ 3. Implement attrition early-warning KPI system

- ▶ All backed by stakeholder input + data evidence

Implementation Roadmap

- ▶ Implementation is staged in three waves (visual right):
- ▶ Weeks 1–2: Stakeholder alignment & pilot setup
- ▶ Weeks 3–5: Pilot and iterative adjustment
- ▶ Weeks 6–10: Full rollout with monitoring and optimization



Execution & Risk Mitigation

- ▶ Roles defined via RACI Matrix
- ▶ Risk Management Grid used to preempt barriers
- ▶ Excel-based progress tracker to monitor milestones


Expected Outcomes

- ▶ 20% attrition reduction
- ▶ Higher stakeholder trust and alignment
- ▶ Repeatable execution model tied to KPIs

Closing & Contact

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