

PROJECT REFERENCE
CAUSE/EFFECT IN THE CONTEXT
OF LOCATION PROMOTION

RESULTS & BENEFITS

Development of a cause-effect chain in the context of location promotion to identify success factors, target and influencing variables as well as areas where action is needed. Development of a dashboard for continuous monitoring of the identified goals and measures.



CUSTOMER

Cantonal location promotion, Swiss metropolitan region



CHALLENGES

Successful location promotion requires understanding complex relationships and challenges in the overall macroeconomic context.



APPROACH

Developing a cause/effect chain with representatives from various location promotion departments during workshops. Identification and categorization of stakeholders and success factors. Developing a glossary to define a common language. Providing a dashboard to monitor goals and activities using measurable KPIs.



FACTS & FIGURES

3 consultants | 3 workshops | 1 dashboard



QUDITS ROLE

Strategy consulting | Workshop facilitation | Project management