

# Conducting Diagnostics for Your Indian Subsidiary

## Unlocking Insights for Growth

To effectively address underperformance, it's essential to accurately identify the problems and prioritize solutions. Whether you're at the Head Office or in India, here are the key insights for effective diagnosis.

### DEFINE YOUR DIAGNOSTIC OBJECTIVES

- **Insights:** Most often, you know something's amiss. By clearly defining objectives, you align your team and prepare them for change.
- **Action:** If the culture isn't open for discussion or you're unsure, start with Step 2. Be specific when defining objectives; limit them to two major goals.

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### ASSEMBLE YOUR DIAGNOSTIC TEAM

- **Insights:** An external experienced consultant, with expertise in Indian way of working & market knowledge, can bridge expectations.
- **Action:** Form a team with internal stakeholders from various functions and Head Office representation work closely with the consultant.

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### DIAGNOSIS CURRENT REALITIES

- **Insights:** Access to information is crucial. Begin with these three - Finance, Sales & HR Assessments.
- **Action:** Centralize data in a shared drive, mandate open discussions, and manage internal expectations.

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### PEOPLE & ORGANISATIONAL ASSESSMENT

- **Insights:** Disengagement hinders progress. Measuring alignment within key managerial processes, leaders and individuals is a must. your team.
- **Action:** Step back when necessary, ensuring the right information is shared & be open to take decisive actions.

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### EVALUATE MARKET DYNAMICS

- **Insights:** Market trends shape strategy, therefore revisit available information and assess market shifts, competition, and opportunities.
- **Action:** Conduct market research, analyze competitors, and stay informed about market dynamics.

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### DEVELOP & EXECUTE TURNAROUND PLAN

- **Insights:** Success lies in execution. Prioritize issues based on impact and feasibility.
- **Action:** Foster open discussions, make tough decisions, and track progress with KPIs and dashboards.

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**Conclusion:** Your diagnostic journey is just the beginning. Execution and continuous monitoring are the true catalysts for transformational growth. Unlock your Indian subsidiary's potential—start your diagnostics today.