

PROTECTING AN ICONIC BRAND GLOBALLY THROUGH REAL-TIME INTELLIGENCE MONITORING



One of the world's iconic brands, struggling to protect its global footprint, turned to Bryghtpath to develop and operationalize a new global intelligence strategy and 24x7 intelligence center to monitor and react in real-time as events threatened their people and assets around the globe.



THE OPPORTUNITY

A series of recent global incidents, including a major reputational crisis in Asia and violent terrorist attacks in Europe, led this multibillion dollar sporting goods manufacturer and retailer to make significant investments in its global security capabilities. We were retained by the Chief Security Officer to develop an internal capability to monitor global events in real time, publish analytical intelligence products, coordinate major incidents, and operationalize a new 24x7 intelligence center to house this new capability.

KEY ACTIVITIES

DISCOVERY

- 16 discovery meetings
- 21 artifacts / 134 pages
- Current-state journey mapping

IDEATION

- 2 on-site multi-day ideation sessions
- Weekly iteration meetings over 16 weeks
- 3 strategic roadmapping sessions

APPROACH AND RESULTS

We began the 16-week effort at the client's global headquarters with a kickoff session with the core project team, stakeholders, and internal partners for our client. Our team was comprised of leaders and key subject matter experts from corporate security, retail loss prevention, business continuity and crisis management, communications, global intelligence, and global sourcing.

During the brief discovery phase, our team conducted interviews with stakeholders and internal partners for our client. These sessions helped us to identify the key needs from an intelligence perspective for the business teams that would be supported by the new center, the interconnections to other similar processes within our client's organization, and the unfulfilled needs for the type of coordination, command, and control that a 24x7 intelligence center could provide during a major incident.

During the ideation phase, we worked with the client's global security leadership team through a set of ideation sessions to develop the initial concepts for this effort. We held weekly iterative online meetings with the client's leadership team to work through the operational details of the new center and intelligence strategy.

We then utilized a strategic roadmapping process to develop a long-term strategic roadmap for their intelligence capabilities. This roadmap was paired with a custom strategic and operational maturity model to allow them to chart their progress from quarter to quarter.

We also developed a strategic communications strategy for the rollout of the new center, encompassing internal and external communications vehicles and a roadshow story for leader presentations.

The client launched their new intelligence center successfully a few months following this engagement. The intelligence center and incident management processes developed during this engagement were successfully used during the 2015 Paris terrorist attacks.

OUTCOMES

- Strategic concept, battle rhythm, and operational protocols for 24x7 intelligence center
- Clearly defined communication strategies
- Major incident management framework
- Clear value-proposition and metrics
- Communications strategy to tell the story of the new intelligence center
- Custom operational & strategic maturity model
- Long-term strategic roadmap

CONTACT

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ABOUT BRYGHTPATH LLC

Bryghtpath LLC is a strategic advisory firm that specializes in global risk, business continuity, emergency management, crisis communications, and public affairs. Bryghtpath works with the world's leading brands, public sector agencies, and nonprofits to develop strategies that help them strategically navigate global uncertainty.

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