

Case Study

Planet Mark Transforms its Operations for Sustainable Growth



**Reinvigoration partnered
with Planet Mark to
streamline operations for
future growth.**



Executive Summary

Planet Mark, a sustainability certification and net zero provider, faced operational challenges after their acquisition, including undefined roles, inefficiencies, and ad hoc practices, which impacted scalability. To address these, a comprehensive diagnostic was conducted, identifying key areas for improvement. A roadmap was developed with 45 projects, along with new frameworks for skills and performance management. Additionally, 10 Operational Excellence Change Agents were upskilled through intensive training and coaching, enabling them to lead 13 successful transformation projects. This approach has strengthened Planet Mark's operational maturity and set them on a path for sustainable growth.



Client Overview

Planet Mark is a sustainability certification and net zero provider for organisations and the built environment. For over a decade, they have supported organisations to radically reduce carbon emissions, create operational efficiencies, enhance profits and work towards the global transition to net zero.

The Challenge

Planet Mark were acquired due to strong growth and strategic positioning in the decarbonisation sector. While their entrepreneurial culture had served the business well during initial growth, following their acquisition, operational immaturity was evident across people, process and technology. This was characterised by undefined roles and responsibilities, limited use of data for decision making, high levels of rework and ad hoc working practices - all creating operational stresses and impacting their ability to scale effectively.



The Solution

We conducted a comprehensive diagnostic for the client using stakeholder interviews, workshops, and data analysis to assess key areas such as process, demand, skills, and organisational structure. This identified baselines in profitability, customer segmentation, and process performance, leading to prioritised recommendations based on effort and impact.

In the future state design phase, we developed two sets of process designs: immediate step-changes and aspirational 'blue sky' improvements, each with distinct investment needs. The step-change roadmap outlined 45 projects to bridge current and future states, along with new frameworks for performance, skills development, and a visual standard operating procedure prototype.

To build sustainable internal capability, we provided a 3-day intensive training and 4 months of coaching. This enabled the client's team to apply operational excellence tools and lead their own transformation projects independently.

The Outcomes

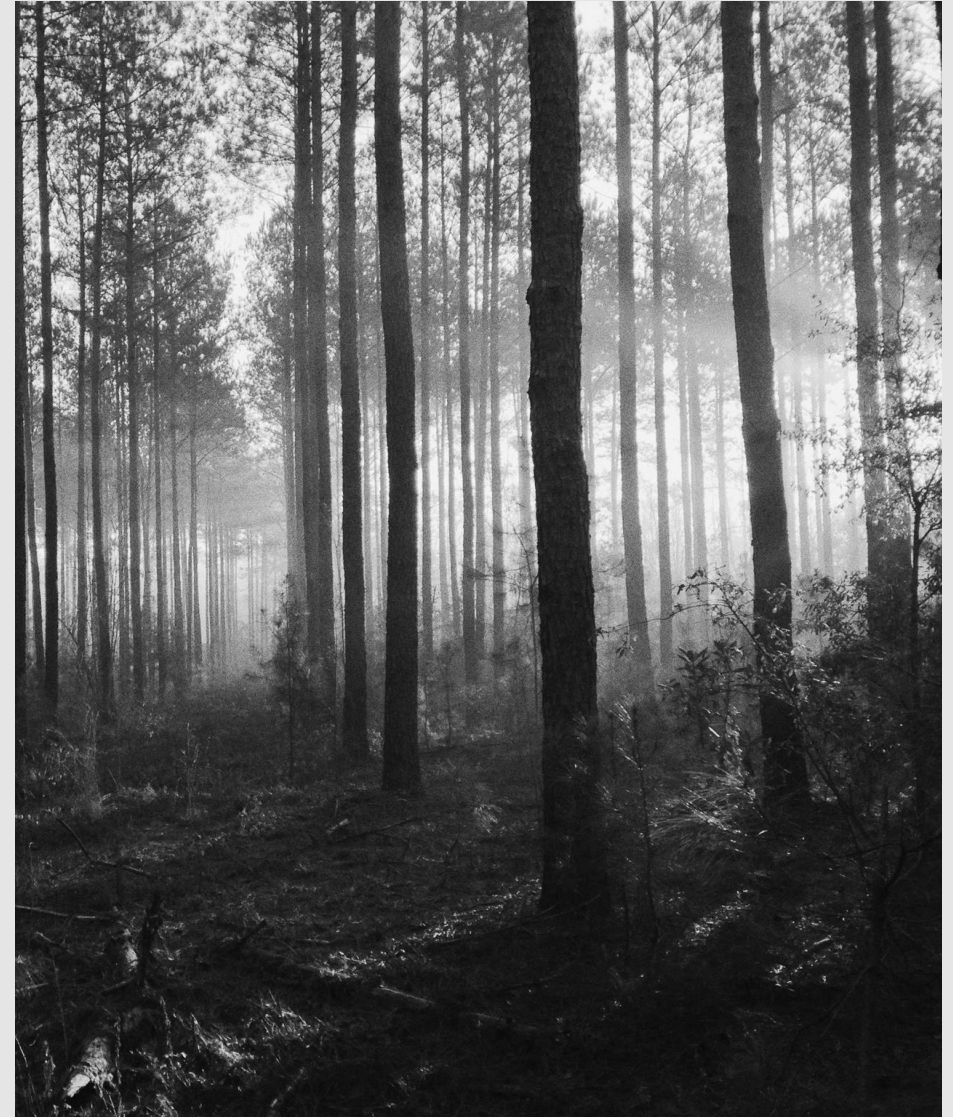
- Conducted a comprehensive diagnostic, identifying 30+ prioritised recommendations across short, medium, and long-term goals.
- Delivered a future state design pack with step-change and 'blue sky' process maps, including 45 implementation projects and new frameworks for skill and performance management.
- Successfully upskilled 10 Operational Excellence Change Agents, who led and implemented 13 projects from the step-change roadmap.



Conclusion

Through a structured approach, we empowered Planet Mark to overcome operational challenges and build a sustainable foundation for future growth. By addressing gaps in people, process, and technology, we helped them implement targeted improvements and establish frameworks to drive Operational Excellence.

Planet Mark's newly developed internal capabilities, coupled with clearly defined processes and roles, have positioned them to scale effectively and continue their vital work in helping organizations achieve net zero. This transformation has not only increased their operational efficiency but has also reinforced their capacity to support clients on the path to sustainability.



Connect with our experts to learn more about how Reinvigoration can help you.

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