

Guadalajara, Jalisco, September 2021

CDAAJ/<064>/2021

The **Consejo de Desarrollo Agropecuario y Agroindustrial de Jalisco** (Jalisco's Agricultural and Agro-industrial Development Council) has a fundamental role in ensuring that the state's primary sector is successful. The businessmen that are part of this council work for the member's common good with the **mission of responsibly representing the sector's interest, as well as creating the conditions needed to improve competition and develop sustainably.** |

In order to ensure the council's **transcendence**, as well as improve the **results and their effectiveness**, we developed, in conjunction with **London Consulting Group**, a transformation project which focused on **regulating and improving the CDAAJ's management model.**

During the project we were able to improve the efficiency of **the time that the businessmen donate** to the council. We established a **structured institution**, with clear goals and **which yielded better results** for the sector and our representatives.

Some of the elements that we implemented during the project, and the **benefits** we achieved were:

- We carried out a **collaborative strategic planning** exercise, using **streamlined methodologies**. This enabled us to establish **different courses of action** for each agricultural subsector.
- We designed and implemented the **council's optimal structure**, which included defining job profiles, responsibilities, and **indicators** for each member. This new structure supports the strategic plan.
- We implemented a **methodology** which is supported by a **collaborative software (Monday)**. This enabled us to develop **action plans for each agricultural subsector** effectively, and in a structured manner.
- We increased the efficiency of the administrative model, and the formal acts that need to take place, by **simplifying the processes** and empowering them with new technology.
- We structured a system for **attracting new companies and increasing their loyalty**, which enabled us to increase our representativeness in the sectors.

Outside of the achievements we've described, we were also able to achieve the following quantitative benefits:

- **42%** increase in the member's contributions when compared to the previous year.
- **37%** increase in forecasted members by the end of the year.

**We highly recommend London Consulting Group** due to the support we received while we improved our regulatory processes and our management model. We have therefore decided **to give them an honorary seat on the council.**

**SINCERELY**



**Cesar Iván Silva Hinojosa**

**President**