

Plum Creek Timber Company

Land Transactions Process

Background

Plum Creek is the largest private timberland owner in the nation with more than 7 million acres located in every significant timber region of the country. Plum Creek is a Real Estate Investment Trust traded on the New York Stock Exchange.

Plum Creek was interested in creating a structure to manage and evaluate its existing land base and create a common transactions process for all operating regions.

Assignment

The assignment was to create a common framework for managing its existing land base and completing land transactions. Specifically our mission was to create:

- Shared understanding
- Clear processes and critical tasks
- Clear consistent tools, systems and terminology
- Clear roles and responsibilities

Challenges

The challenge was to create common processes for land management and transactions, where multiple processes previously existed. The organization's performance rolled up at a national level which required one way be created, the new Plum Creek way.



Results

Within a couple months and two national meetings where all Plum Creek employees involved in land management and transactions got together, we were successful in:

- Clarifying Plum Creek land transactions process and its embedded tasks—to increase focus on value and reduce waste of time, money and resources.
- Clarifying responsibilities—to best apply people and resources to the sales process.
- Providing a consistent set of systems, tools and terminology.
- Providing a clear process with key decision points that Plum Creek's technology department used to build a robust technology platform that facilitated smooth communication and decision making.