



THE PLATFORM FOR STRATEGIC GROWTH

Empowering your organization to grow.

The increased pace of change, breakthroughs in technology, changing customer needs, and reconfigurations of supply chains are some of the forces creating both opportunities and challenges for organizations to create lasting value, stay relevant, and grow. Future success will depend on leadership cohesively addressing these fundamental questions:

- ❖ What are the *deep-seated needs of our customers*? What outcomes are they trying to achieve and why? What are the core activities and challenges impacting those outcomes?
- ❖ Where are the points of *strategic control* in the value chain? How can they be leveraged to create a competitive advantage, or countered if we don't have that advantage?
- ❖ What will make our organization *highly relevant* to our customers, so they choose us?
- ❖ What will we *do differently* in terms of how we work and deliver value from other choices customers have?
- ❖ Do we have *the right capabilities, skills, and methods* to deeply understand customers and develop strategies that enable us to grow?

An Action Plan for Growth

The Platform for Strategic Growth grew from the idea the companies could benefit from services and expertise in strategy development *and* by adopting proven practices and approaches to enhance internal capabilities. Today, companies need to do more with less and deliver business performance results. Our goal is to bring you effective strategy development services along with approaches and methods to incorporate into your business that lead to growth.

Outcomes

- Develop a deeper understanding and articulation of customer needs
- Identification of strategic control points in your ecosystem and value chain
- Set strategic direction and priorities to create lasting value and competitive advantages
- Develop capabilities and skills to apply approaches and methods to understand customers and develop effective strategies on your own

Unique Value Proposition

- Combines both leading academic and practical principles and methods
- Matches customer needs with strategic control – where the magic happens in strategy
- Not just consulting – provide a practices and methods to adopt and incorporate into your business
- Based on decades of proven approaches, time tested in the field to deliver results

Contact us

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