Vision & Roadmap

Transformation Opportunity

In today's business climate, leaders need to accept that the strategic priorities they held yesterday may be irrelevant tomorrow. Going forward, a major part of successful business strategies will be anticipating the disruptive events that exist in their collective blind spots.

Businesses need a partner who can help them pivot quickly and effectively when reality changes. Making the shift from a strategy focused on operational efficiency, to one that also drives business value for customers is what separates the leaders from the laggards in any competitive sector. But transformation initiatives can result in hundreds or even thousands of dependencies across people, processes, and technology.

We leverage various evidence-based and proprietary frameworks to ensure rapid assessments, new-found resilience, and long-term viability are embedded in the vision from day one.

Targeted Outcomes

- Clarity of vision
- Data driven insights
- Opportunity / Whitespace identification
- Strategic validation
- Comprehensive execution plan

Methodologies

Vision Crystallization
Analytics: Cluster Analysis
Initiative Prioritization Matrix
Porter's Five Forces
PESTLE Analysis
SWOT
Value Chain Analysis

Technologies

Adobe Analytics
Google Analytics
Global Web Index
Qualtrics
Miro
Microsoft Teams
Changefirst
Prosci / ADKAR

Specialized Capabilities

Opportunity Identification

We explore people's needs, aspirations and frictions in different moments to uncover the organization's biggest opportunities. We identify and size these moments and show how to win in the defined space. We work with these insights throughout the innovation journey to help you develop and activate your winning strategy.

Initiative Prioritization

Tracking an initiative's returns is essential to ensure all available value is captured. The more value a transformation captures as it progresses, the more it becomes self-funding and the greater the support it garners. Our proprietary measurement frameworks prioritize initiatives that are strategically important, pay back quickly, and reduce complexity.

Investment Modeling

We compile and present an investment plan that defines the strategic path forward based on defined capabilities, business requirements, project priorities, and client capacity. We work to develop a post Discovery investment plan addressing all sequenced work streams (analytics, strategy, research, content, design, change, technology, development, etc.)