

## OUR EXPERTISE

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### **Strategy Director for Enterprise**

The role of a Strategy Director is predominantly to enable an organisation to accelerate towards the next level in its evolution.

However, for many enterprises the current stage of organisational development may not yet necessarily justify a full-time Strategy Director role. That might however also mean that each department in the business goes full steam ahead with their own individual strategies – sometimes resulting in conflicts during implementation of these genuinely well-intended departmental strategies.

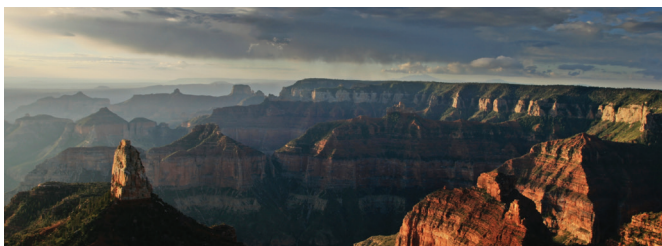
If your organisation is investing a lot of its energy on internal affairs, it leads to loss of momentum, reduced market share, decreased consumer loyalty & profitability and unclear brand positioning. Subsequently, resources are expended taking care of the collateral damage, reworking plans and financial outlook.

The first signs that things are not going well might be external feedback from the industry, the market or customers. Rarely do these first signs come from within the organisation, but the sooner you recognise a need to streamline omni-directional departmental strategic directions and their out-of-sync timing of implementation, the better for the whole organisation.

Equally this can impact on the head of the organisation, as it is typically this role that is pulled in to play the judge between departments.

Alternatively a head of department is promoted to Strategy Director on top of their daily job. This can lead to either below-par performance in the primary function, the strategy role or both. None of which are beneficial to your business.

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## OUR EXPERTISE (contd)

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To help you cope with these potential issues, Stratos introduces the *Strategy Director for Enterprise* service. This includes:

- Facilitation:
  - ▶ Working sessions and key stakeholders interviews focusing on organisational strategy creation, its key parts and organisational alignment
- Identification:
  - ▶ Gaps between the current state and the strategic aim
  - ▶ Strategic analytics for in-depth analysis and assessments
  - ▶ Insights into major competitive moves & new market trends
- Development:
  - ▶ Proposal for setting the direction
  - ▶ Prioritising to succeed
- Implementation:
  - ▶ Alignment of the department aim and objectives with company strategy
  - ▶ Putting in place the strategic framework
  - ▶ Triggering development of missing organisational capabilities
- Assistance:
  - ▶ In developing strategic partnerships
  - ▶ Preparing the organisation for an important product launch or entering new markets
  - ▶ Other, organisation specific assistance

We differentiate our service by what and how we deliver, based upon a strong relationship of trust, collaboration, teamwork and responsiveness to your needs.

If you'd like to know more about how Stratos can help with your specific needs please contact us today.

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