

Service Snapshot: Research and Insight & Clarity

Our enlightening Clarity approach draws on our business consulting skills to deliver a mix of business analysis and market research which provides compelling insights for winning decisions.

Challenge

All organisations have to improve performance or face the brutal consequences.

Everyone wants to work for a company that delivers performance improvements consistently and effortlessly over time.

To make the shift to an organisation which outperforms the market requires a delicate balance of many factors. A key one however is the ability to deliver compelling insights which can be turned into actions which differentiate the business in a clear way by creating compelling value propositions.

To reach this corporate nirvana will require a different mindset to the one adopted by some organisations who commission vast amounts of market research which is analysed in isolation.

What is required is a combination of market research and business analysis to deliver compelling insights which in turn helps identify the value drivers of continuous performance improvement.

Solution

Penumbra has extensive experience of employing a wide range of research methods. Our people have experience of working with these methods both from agency and client organisations. This working experience has enabled us to develop an approach that we call Clarity which is so named because it enables us to blend the right mix of research and

business analysis to deliver high value-added insights for your needs.

Organisations turn to us when they:

- have a big issue to resolve, usually dependent on lasting employee buy-in
- are seeking measurable results
- need a breakthrough result
- need to drive more value from existing initiatives

Our research and insight practice is organised into the three core areas:

Informing Strategy

Whether you are a domestic or international organisation we will help you make the right decisions to drive improved performance. This can include:

- Micro-environmental analysis which includes the company, suppliers, distributors, customers and competitors.
- Macro-environmental analysis which includes the political, economic, social, technological, environmental and legal.
- Consideration of the internal strengths and weaknesses of your organisation and comparison of these with the external opportunities and threats
- Market structure, movements and trends, Sector analysis
- Market models and forecasting

Understanding Stakeholders

Sadly, you can't just ask your customers what they want. You have to be able to understand it better than they do. To achieve this you must move beyond rational analysis

and gain clarity about their underlying emotions. Then, and only then, can you arrive at compelling insights.

Similarly with employees, you need to be able to understand what they are thinking as well as being able to study their behaviour in a way that is measurable and not intrusive. You need to understand the degree to which the "employer brand" and your "customer brand" are aligned. Only then will you be able to deliver compelling insights into how you can motivate people and improve their performance.

Improving Performance

To drive continuous performance you need to keep abreast of what is happening with a number of key aspects of your business.

- Your brand - Brand health (market share, positioning and reputation), Marketing effectiveness; Market movement / trends and Brand risk.
- Corporate governance issues such as risk management, regulation and compliance and best practice.
- You also need to be able to help people improve their performance.

With our behaviour diagnostic Eclipse you will achieve results that really make a difference to employee performance and motivation.

Benefits

Our fusion of market research and business analysis combined with our consulting expertise is specifically designed to help you achieve your aims.

strategy people performance

Penumbra is a strategic business consultancy. We bring clarity by using research to drive understanding and direction. We deliver success by balancing experience and innovative thinking.

Whatever your aspiration, we'll provide the tools, information and analysis to turn your strategy into operational reality, in a way that motivates your people to outperform the market.

Overview

Our expertise lies in helping our clients to execute robust strategies and deliver results.

We achieve this by combining a robust management planning system with a focus on people which drives alignment and commitment

We work in partnership with talented and committed leadership teams to help organisations build corporate value with a wide range of customised, cross-functional advisory programmes and services delivered from four complementary service groups:

Strategy

(Development, formulation, implementation and alignment)

Our innovative **Penumbra Balance** approach creates dynamism, drives and sustains momentum and makes strategy real for stakeholders

Organisational Development

(Behavioural issues)

We call our holistic approach **Balanced Motivation** which encompasses activities that improve performance both for the organisation and the individual

Research and Insight

Our stimulating **Clarity** approach draws on our business consulting skills to deliver a mix of business analysis and market research which provides compelling insights for winning decisions.

Operations

The Operations group brings all of our hands-on practical experience to bear on execution and delivery of results.

Our technology enabling approach called **Totality** facilitates business focussed services and solutions, aligned to business needs, for people, processes and tools.

Why Us?

Organisations turn to us when they:

- Want to find a new strategic direction
- Have created a strategy and now need to execute it
- Need to drive more value from existing initiatives
- Have a big issue to resolve, usually dependent on lasting employee buy-in
- Need to explore new ways to drive value
- Need a breakthrough result
- Are seeking measurable results

Our Experience

We have real world experience spanning 20 years with our clients. This includes working with:

BP, Citibank, Morgan Chase, WestLB, RBS, UBS, Bankers Trust, Kleinwort Benson, Coutts, Natwest, Intel, Nokia, Adobe, Kall-Kwik, Glaxo Smith Kline, Dupont, Pfizer, Savills, British Council, Clifford Chance, British Airways, Gillette, Unilever, Shell, Volvo,

Vauxhall, British Gas, TradeStation, MWB Business Exchange, Investors in People, University of Cambridge

On projects such as:

Strategic Planning, Strategy development and implementation, Culture change, Post-Merger Integration, Vision, Purpose and Values, Current State Analysis, Organisation Re-design, Transformational Change, Client Focus Strategies, Perception Studies, Client and Staff Engagement surveys, Global Rebranding, Know your Customer, Market Forecasting, Consumer Insight, Market Segmentation, Process optimisation, Lean/Six Sigma, Project Management, ERP Systems Roll-out, Market Research, Financial Modelling, Franchise Start-up Evaluation models, Cost Benefit Analysis, Implementation Alignment, Strategic Alignment, Complex Database development, Custom Application development, Supply Chain Optimisation

Covering diverse sectors such as:

Financial Services, Pharmaceuticals, Manufacturing, Energy, Mobile Telecoms, Travel and Tourism, Aviation, Property, Hi-tech and Business Services