

Service Snapshot: Strategy Implementation

Delivering actions and results aligned to strategic direction is what all companies want. Our extensive experience in solving the problems associated with changes in strategic direction gives us valuable and unrivalled insight into the practicalities of delivering results.

Challenge

To align the business in a practical and cost effective way with a strategic direction can be one of the most difficult challenges that organisations face. Organisations find it difficult to transmit and relate the strategic imperative throughout the organisation, through all levels without losing clarity.

Operational strategic direction is often lost because:

- People think they know better what works
- Momentum of past practice is stronger than expected
- Change in itself is a barrier for people
- The strategic direction is not communicated with concise clarity for each participator
- Focus is often not maintained as operational reality challenges the new directions
- Technical problems misdirect attention

Solution

We have developed an approach that provides a practical and comprehensive way to allow organisations to bring the strategic imperative to life for the whole organisation.

It relies on a dynamic assimilation of different methods which we simply call Balanced Dynamic.

Balanced Dynamic takes your organisations skills, embedded

information and knowledge and then enables you to work through the strategy and implementation in a way that informs both the message and the execution.

We help you deliver results by using an approach that is practical, understandable and achievable for your people.

Process and Change for Advantage

Often we come across situations where companies have been advised on a particular path to increase efficiencies, but then are left to try and resolve the way in which to do this.

Our experience of helping organisations with the design and implementation of new processes or tools, allows us to help you find the solutions your organisation needs.

We call this executing 'Change for Advantage'.

Technology

Technology is completely tied into any strategic change, and we work with all platforms and all technologies.

We have experts who are leading lights in using technology in creative and practical ways while keeping the associated costs down by using established as well as new technologies in a smart way for your business needs.

Your People

Our understanding of your people is unparalleled. We have ground breaking tools and methodologies that help you understand where your people are on their journey, how to help them perform better and to the organisation's advantage.

The Eclipse toolset that we use is at the forefront of cost-effective, quick and practical organisational change.

Benefits

Bringing clear, practical advice to your organisation, based on experience with tried and tested tools and methodologies, we then add innovative thinking, understanding and clarity to help you drive the practical results and competitive edge that you need.

Most importantly, however, we listen and learn about you, and work with you closely to find out exactly what you need.

Finally, we do not send people in to solve organisations problems. We are in the business of capacity building in organisations, so they get to live and reap the benefits in the longer term, whilst getting the best value for money.

For a really refreshing and practical approach to consulting, contact us.

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