

Strategy is often...

Strategy & Analysis Team

The Strategy

Boss

"Boss's Strategy"



- Handed down
- Logical, but not emotionally engaging
- Open to multiple interpretations
- Not owned by the team
- Seen as the Boss's personal vision

With ChangeWave it is different ...



- Logical and emotionally engaging
- Owned, understood and driven by the whole team
- Rigorous and robust

- What our customers say...**
- Specific to us – fits culturally
 - Our ideas, Our Strategy
 - We all speak the same language now



a **fresh**
perspective
on
strategy

From Uncertainty to Strategic Confidence



Do you need to...?

- Understand the future and your options?
- Demonstrate rigorous analysis?
- Find creative solutions?
- Set direction?
- Take everyone with you?



Goals & Expectations

- 1 We create whole team understanding of the ambition for the organisation.
- 2 Gain new perspectives on what stakeholders expect and need.

3 Creative Options

We facilitate building your strategic options using your organisation's own expertise, experience and knowledge.



5 Decision

Formal selection and adoption of the best strategic option. Our inclusive process ensures agreement, emotional engagement and commitment to action. Cohesion without group think.



A fresh perspective



4 Creative Analysis

Build scenarios of the possible alternative worlds in which your organisation needs to thrive. These are the test bed for stress-testing your strategic options.
Think the unthinkable and know how to deal with it.



6 Communication

Create compelling messages for staff, customers and other stakeholders.
Communicate your strategy so they know 'why' and what it means for them.