



## Results

Created a common language for discussing strategy.

Provided a forum and frameworks to harness people's best thinking and generate new strategic insights for the business.

Identified what changes needed to be made by working through trade-offs.

Assessed the competitive landscape and discussed how to optimally position the organization for competitive advantage.

Designed a one-page strategic framework that communicated the mission, vision, goals, objectives, strategies, and tactics.

Created a shared understanding of the business to put everyone on the same page.

Developed a concise overview of the strategy process to share with the board of directors.



**Set Clear Strategic Direction**

## Leader's Comments

"Rich's talent for facilitation and his practical working exercises led our team through invaluable dialogue about our business. We emerged from our time with Rich with a shared understanding of strategic vision, a desire to engage in necessary resource allocation conversations, a clearer understanding of our position within our competitive set, and tools that will serve as living strategy documents.

Rich is not only an extremely competent thought leader regarding business strategy, but is also an amazing facilitator and presenter. His ability to create a space in which critical insights are both encouraged and required and his sincere desire to see that the teams with whom he engages are successful is readily apparent. I consider myself fortunate to have had the chance to work with Rich and would recommend him as a trusted advisor to any teams about to embark on a deep dive of their business strategy."

**David Hammond, President, Wonderlic**

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