

Latest information regarding the  
**B2E Corporate Strategy Service**  
Offering



## **CORPORATE STRATEGY**

Helping businesses define their direction  
and scope to achieve long term success

**Lead Principal: Andrew Turner**

# CORPORATE STRATEGY OVERVIEW

**The Strategic framework is at the core of all successful companies.**

When well executed and understood it acts as the touchstone for decision making and the glue that binds individuals into high performing teams and those teams into an aligned and purposeful entity. Too often, Mission, Vision and Strategy are seen as necessary tools for the board and meaningless by the employees. When well executed and constantly revisited they can act as the single guiding principle in an ever changing corporate world, driving a high performance environment.

B2E Consulting has a wealth of Strategy expertise gained over many years of working with Blue Chip companies on important and transformational programmes. Our consultants have experience right across the spectrum, from corporate strategy, design, development and implementation.



## TYPICAL CHALLENGES

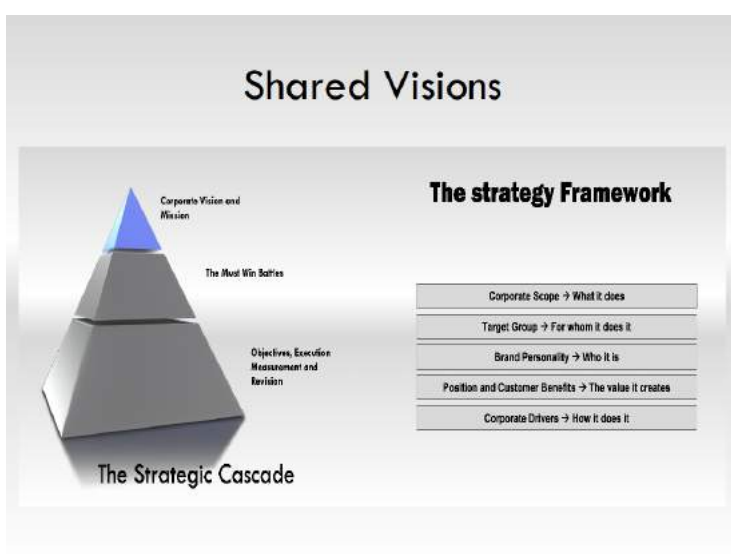
Change is the only constant in today's world. Businesses consequently have to continuously evolve and invest to remain competitive. Unfortunately, this often does not lead to improving returns as direction and purpose become confused and people work to resolve their own short term issues. The lack of alignment in a company can lead to internal competition for scarce resources and teams working towards differing objectives.

A clear participative and well articulated Mission, Vision and Strategy can eradicate the internal inertia and provide a clear direction against which to measure and fine tune all activities. This commonality of purpose is fundamental to the business ability to weather a constantly evolving marketplace and customer.

# UNIQUE SOLUTIONS

## BUILDING A CORPORATE STRATEGY

Building a Corporate Strategy is a collaborative exercise in recognising the long term vision of the entity, and its realistic ability to achieve it.



The process must first recognise the sometimes competing internal and external view of the entity its stakeholders and customers.

With a shared view the key “Must Win Battles” can be recognised and resources and clear measurements of success articulated and embedded.

Translating this into a recognisable roadmap to success for all parts of an organisation.



Andrew Turner is the B2E Consulting Principal leading the Corporate Strategy Service Offering. Offering. Andrew has over 30 years experience building and executing

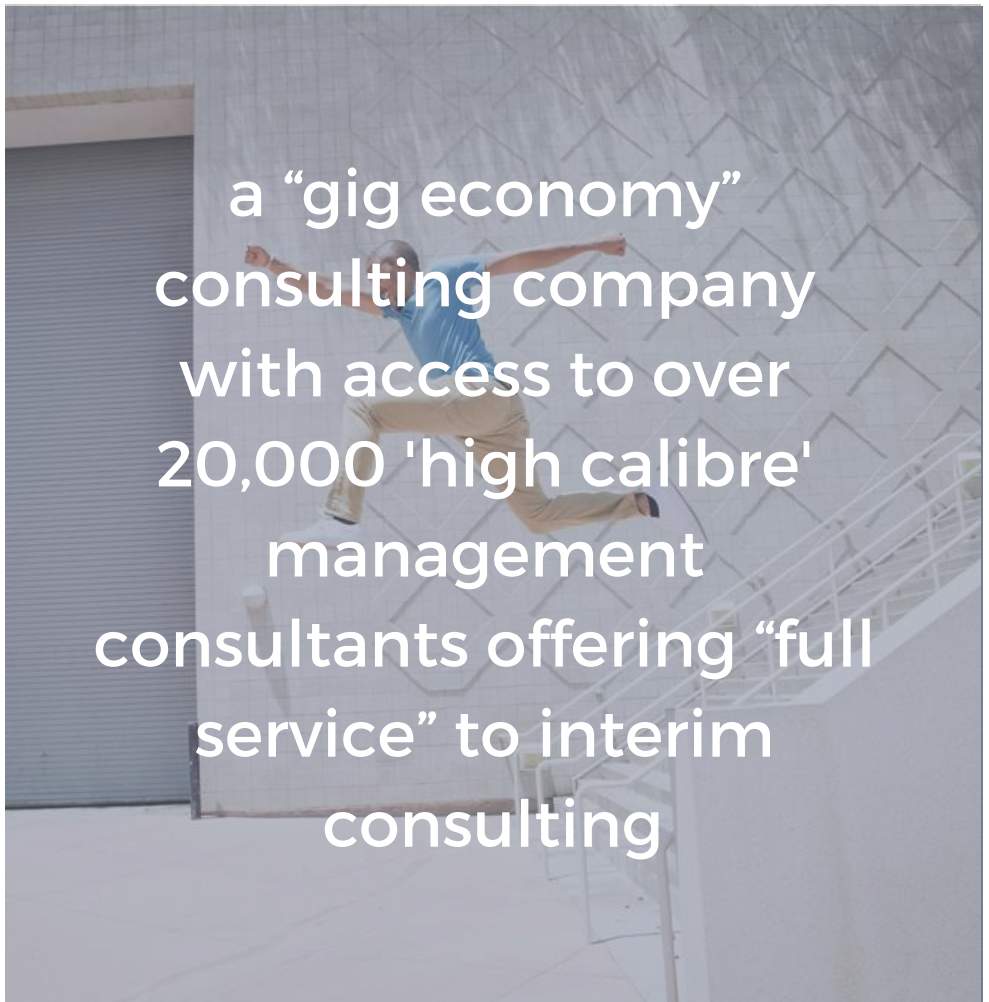
successful growth strategies in Blue chip FMCG, Consumer durables, and most recently Industrial companies; working for Mars, P&G, Whirlpool and Tetra Laval. Andrew spent some 22 years of that time overseas focussing on global strategic development and local execution. In addition to his role at B2E, Andrew is an educator with Duke Corporate education as well as working as an advisor to Private Equity and investor groups on business start up and strategy development.

**Service Offerings at B2E Consulting are supported by our community of over 20,000 high calibre, expert consultants, many with Strategy experience.**

Our scale means that we are able to build teams of genuine Strategy experts, usually with more than 10 years relevant experience, to help support client initiatives.



**CONSULTING**  
FUELLING TRANSFORMATION. POWERED BY EXPERTS



a “gig economy”  
consulting company  
with access to over  
20,000 'high calibre'  
management  
consultants offering “full  
service” to interim  
consulting

## Why B2E?

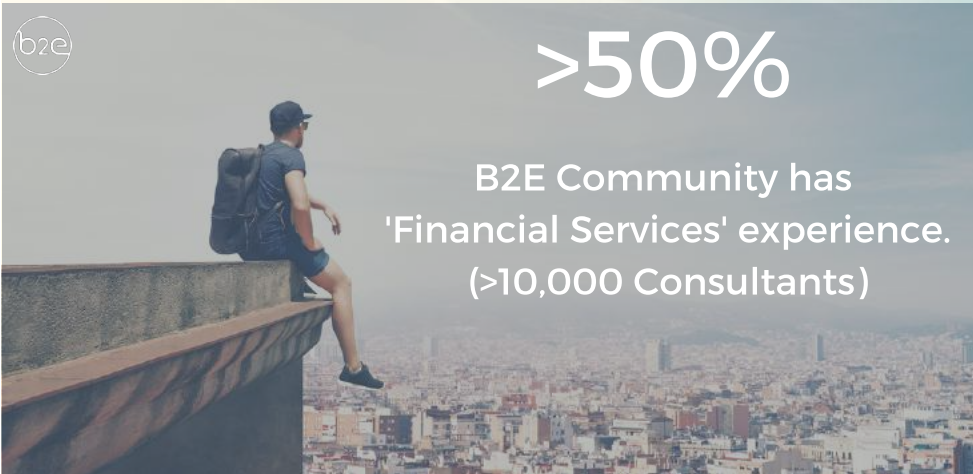
1. Immediate access to quality consultants at significantly lower cost
2. Specialist delivery through a consulting community of >20,000 experts
3. We understand transformation - our B2E team share >200 years top tier consultancy experience

The majority of our  
B2E Community  
have come from the  
top 10 global  
consultancy firms



# >50%

B2E Community has  
'Financial Services' experience.  
(>10,000 Consultants)



Since 2002, our  
Consultants have  
worked on ~700  
business  
transformation  
assignments across a  
range of areas,  
technologies and  
business challenges