STRATEGY SERVICE OFFERINGS

Andrew Turner

1 ## CORPORATE STRATEGY

The Strategic framework is at the core of all successful companies. When well executed, it acts as the touchstone for decision making and 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. B2E has a wealth of Strategy expertise from working many on important and transformational programmes.

Terrence McGrane

2 ## INTERNAL AUDIT TRANSFORMATION

Many internal audit functions have grown organically without an architectural blueprint in place to guide the construction of a relevant and coordinated function. This should align both Risk Management and Assurance efforts to benefit the regulatory protection of Directors and Senior Executives. B2E consultants are highly experienced in synchronising the needs of people, processes and technology to produce both value and assurance.

Alex McCallum

3 ## DATA STRATEGY AND ANALYTICS

Business Intelligence and Analytics are at the heart of understanding current Business Performance, determining future activity. B2E's offering brings rich, practical experience putting insight at the heart of Business Strategy and emphasises the importance of Change Management to act on this. Our consultants bring experience in small and big data architecture.

Richard Eteson

4 ## MARKETING

Marketing remains essential to the development of any business yet the challenge of creating a relevant marketing strategy can often seem elusive. Our marketing experts at B2E have experience from both the client and agency side in helping to identify the right marketing mix for organisations as they seek to gain a greater share of voice within their sphere of interest.

Jonathan Spence

5 ## CUSTOMER AND BRAND PROPOSTION TRANSFORMATION

Customer and Brand Proposition development and delivery is at the heart of business performance. B2E consultants have experience in both B2C and B2B, with expertise ranging from customer insight to innovation to proposition development to go to market planning and execution to customer experience.