

STRATEGY SERVICE OFFERINGS



Andrew Turner

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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

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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

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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

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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

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CUSTOMER AND BRAND PROPOSITION 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.

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Nathan Allchin

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OPERATING MODEL

All of the components of how you do business must work together to execute where your business is today, and then be recast as you seek to execute your strategy. B2E Consulting has a wealth of expertise gained over many years with Blue Chip companies on how to achieve this. No matter where you currently are or where you wish to go, we will work with you in establishing the most appropriate path to get there.



Chris Fox

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BUSINESS STRATEGY DEVELOPMENT AND EXECUTION

The way we approach strategy has evolved. Gone are the days of 5-year plans, cast in stone, and usually collecting dust on executives' bookshelves. Business strategy is no longer an event. It is a continuous process of sensing, anticipating, responding, reviewing and adjusting. It is a way of thinking and acting to increase focus and alignment. It provides a framework and structure within which all other organisational disciplines can operate more effectively and with the confidence that what they do is working towards common goals



Owen Hughes

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CSR AND SUSTAINABILITY

Good Social Responsibility policies drive corporate change for the better. With well-defined objectives and measurable targets, your CSR strategy will provide the foundation for steps towards running a more sustainable and ethical business.

At B2E, we help our clients design their CSR strategy to support their business objectives and in doing so, engage the whole workforce, delivering improved productivity to help drive overall profit for the business.