

**Bring your biggest
challenges into focus.
With a dose of
strategic clarity.**



Clarity, focus and time to think.

**Three things every B2B
business needs.**



**But you've no
time to think
about that, right?**

Sometimes we all need to get out of the weeds, especially if you're stuck in heads-down, business-as-usual mode.

To properly focus on tricky business challenges.

To bring people together, explore the issues, work up options and move forward with clarity and confidence.

Our Strategic Clarity process creates the space for GTM leaders and their teams to do that.

Think about it.

For just 55 minutes.

Had Albert Einstein actually built a time machine, it would have been a proper gamechanger.

Imagine going back to that meeting where you came out with something completely daft, tapping your past self on the shoulder and saying “probably best not to say that”.

While we’re at it, wouldn’t it be great to wind the clock back and spend more time thinking about the direction of a big project. You know the one. The one where everyone sprinted straight into action without thinking - investing time, money and resources - only to realise it was a bit more complicated than we first thought.



Anyway, back to Einstein. He did actually give us this famous (though not verified) quote:

“If I had an hour to save the world, I’d spend 55 minutes thinking about the problem, and 5 minutes on the solution.”

The message is simple.

Invest in proper thinking up front - it will ultimately save time and will make you more effective in the long run.

P.S. Averting your business from an existential crisis may need more than an hour (sadly we’re not all as smart as Einstein).



What does strategic clarity look like?

1. Having everyone on the same page.

Or at least reading the same book.

3. Determining the best approach and deciding the actions to take.

2. Being able to unpick a business challenge in detail and with objectivity.



What sort of challenges need strategic clarity?

YOU'RE FACING KEY MOMENTS OF CHANGE OR TAKING ON A BIG INITIATIVE

Almost anything with the word "new" in front of it counts.

New products. New channels. New propositions.
New partnerships. New investors. New brands.
New buyers. New competitors. New business priorities.
New acquisitions. New targets.



YOU'RE LOOKING TO CREATE POSITIONING THAT PROPERLY DIFFERENTIATES

Most B2B markets are awash with vague and dull offerings.

To successfully differentiate you need absolute clarity on what you do, who you do it for and why it really matters.

With this in place you'll have super strong foundations on which to build your sales & marketing activity.



YOUR GTM EFFORTS ARE MISFIRING

In many cases, poor performance is symptomatic of a broader business or strategic issue. You need to identify what it is, and work out how to deal with it.

Even if you're trying hard, you know it's time to step back and take a cold, hard look at the situation.



Couldn't we do this ourselves?

You probably could.
But here's why outside help is often more effective.

MAKING IT A PRIORITY

Committing to a formal project, led by an outside force, compels you to get started. It also makes sure it won't drift to a back burner when something else lands on your plate.

IT'S HARD TO GET OUT OF THE WEEDS

Most of the time you're too close to the action to see what's really going on. Fresh eyes bring the outside world to your boardroom and can be transformative - especially if your business has a tendency to drink a bit too much Kool-Aid.

YOU NEED TO FACE DIFFICULT QUESTIONS

The process often requires difficult (yet sometimes obvious) questions to be asked. It's much easier for someone outside your business to do this - without agenda or fear of reprisal.

MANAGING THE ROOM IS TOUGH

You need input from people who know their stuff and want them to be fully invested in the process. But managing opinions and personalities can be stressful and hamper making it a proper collaborative effort.

TO HELP YOU BE BRAVE

Getting strategic clarity takes guts. You'll have to make decisions - what you will and won't do - and perhaps face uncomfortable truths. An independently facilitated approach helps you tackle it with confidence.

OK, using outside help makes sense.

But why should I work with you?

1. IT IS OUR BREAD AND BUTTER

We do this type of work day in, day out.

Our sole focus is to get you thinking and bring clarity - not sell you a bucket load of demand-gen, lead-gen, content-gen, AI-powered marketing services delivered by a gaggle of junior executives.

2. WE DO ACTUALLY SEE THE BIGGER PICTURE

The luxury of not being stuck in the whirlwind of daily execution means we regularly get to 'look up' and see what's happening in the wider environment.

We bring that perspective to your business together with experience from other industries (and B2C). So our thinking is never pigeon-holed in one specific area.

3. YOU USE OUR BRAINS TO BOLSTER YOURS

Strategic clarity is a thinking exercise. But working with us doesn't mean you're outsourcing your thinking.

Most of the time the best answers come from what's in your heads - we simply use our brainpower to fire up yours - then figure out how it all fits together. We're more like a good coach than a know-it-all teacher.

4. IT'S TRIED AND TESTED.

The two most frequent comments we get after these projects are:

- 1) "You've really helped us get clear on our direction"
- 2) "I wish we'd done this earlier"

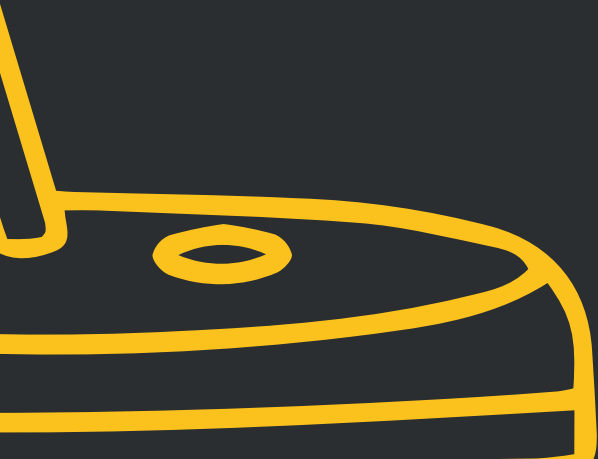
Even the most experienced operators come back and ask us to help them kick off key projects and stay ahead of the game.



In the spotlight

**Strategic clarity in
action.**

**Some real life
examples.**



1. CLARITY ON: POSITIONING & GTM STRATEGY

CLIENT:

Microsoft Partner - a software & services business helping Enterprise clients manage M&A migration and workplace 'transformation'.

CHALLENGE:

How to grow presence beyond a 'friends and family' referral network; start building co-sell relationships through Microsoft's account team and larger channel partners.

RESULT:

Within 4 weeks, the process highlighted a lack of clarity in their messaging and lack of focus for their Go-to-Market activity. We created a simpler overall business narrative and agreed to focus on two Go-to-Market motions - both of which represented significant growth opportunities.



2. CLARITY ON: BUSINESS DIRECTION

CLIENT:

Established, entrepreneurial technology firm in the Construction sector.

CHALLENGE:

The business was easily distracted by 'shiny new things'. While this hadn't stopped it from being successful, they knew greater focus was needed to fulfil their global growth ambitions.

RESULT:

Our role was to create and mobilise around a simple strategy. We engaged a broad team in the process - and took time to understand, unpick and reframe their overall proposition. This made it easier to unify internal teams. As a result they re-prioritised their product portfolio and focus of go-to-market activity.





3. CLARITY ON: GTM FOR MICROSOFT CLOUD MARKETPLACE

CLIENT

5x Top Tier 'Partner Managed' Microsoft ISVs.

CHALLENGE:

The need to incorporate Azure Cloud Marketplace 'focus' into their GTM strategy and determine the benefits / changes they needed to make.

RESULT:

By the end of process, each ISV experienced a huge leap in their understanding of the Marketplace and produced a 'strategic screenplay'. This brought together their thinking into a prioritised plan, ready for execution in Microsoft's new financial year.

4. CLARITY ON: POSITIONING FOR GROWTH

CLIENT:

Solar technology firm.

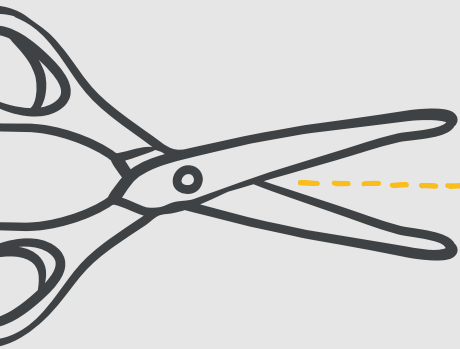
CHALLENGE:

To create distinctive positioning in a rapidly developing market that would support their next stage of fundraising and prepare the business for commercial launch.

RESULT:

Our desktop discovery challenged a number of assumptions about the state of the solar market and the competitive landscape. It enabled the Commercial Director to get buy in for a braver strategic narrative from the board. With this clarity, we helped the business transform its positioning, build internal engagement and ultimately secure additional investor funds.





A few snippets of inspiration

"You've given us clarity of focus.

The thing that sticks in my mind is the messaging and the clear focus on two key areas.

Forget all the other noise."

"Our MD is the biggest marketing sceptic in the world. He's a tough guy to convince. But you converted him."

"You gave us focus and guidance. You made sure we put energy in the right places."

"Happy that we're really clear on our direction of travel now. We know how Marketplace needs to work for us."

"The workshop itself was the most valuable piece of work that we did. It really nailed down who we are, what we stand for and our key USPs."

"We wouldn't have joined the dots or looked at in this way - it's prompted thinking outside the marketing team and we've come up with some great ideas."



**Ready for your
own dose of
clarity?**



Tailor your prescription



Option 1. Desktop Direction

An independent, desk-based exploration of your business challenge.

We'll nail down your 'core problem statement' before using our outside perspective to assess key themes and implications against 4 criteria:

Context
Customer
Competition
Company

OUTPUT & OUTCOMES

Summary report of key themes & implications.

Clarity on areas requiring further work / exploration / action.

2 - 3 WEEKS
FROM 2,500 GBP*

Option 2. Collective Clarity

In addition to the desktop exploration, we bring additional depth and engagement through a strategic clarity workshop.

This is a powerful exercise which fully engages your team and stakeholders.

Together we start to unpick key issues, identify opportunities and agree on strategic focus areas.

OUTPUT & OUTCOMES

Everything in Desktop Direction.

Team workshop outputs summarise key issues, opportunities and barriers.

Outcome is shared agreement on strategic focus areas.

3 - 4 WEEKS
FROM 5,000 GBP*

Option 3. Strategic Screenplay

This comprehensive strategic clarity process builds on the previous work and ends with the creation of a 'Strategic Screenplay'.

This one page plan outlines the strategic building blocks and components you'll need to tackle your challenge.

The Screenplay can be easily translated into a detailed project plan for your team to action.

OUTPUT & OUTCOMES

Detailed report from process (and 2x team workshops) and Strategic Screenplay.

Outcome is complete strategic clarity & a robust plan to tackle your challenge.

4 - 6 WEEKS
FROM 12,500 GBP*



What else might you want to know?



What sort of companies does this work best for?

We've helped business units within global B2B enterprises kick start strategic initiatives, as well as guide SMEs at pivotal moments in their development.

Whatever the challenge, you'll get the biggest benefit by being open to suggestion and advice, committed to the process and delivering your actions.

Who should be involved?

First of all, we need a champion - someone to 'own' the process and challenge. If you've read this far, the chances are this is you.

You'll probably be a senior leader and wearing a commercial hat.

We'll agree who else to involve based on their ability to provide relevant contribution and thinking. Many challenges are customer / market related so sales, marketing and customer success are regularly 'in the room'. We source technical & operational input where it's needed.

Who will we be working with?

You'll always have 2 members of the PP working with you. 4 ears, 4 eyes and 2 brains. And a total of at least 40 years' combined marketing and commercial expertise.

Location

While the process works remotely, we always recommend face to face for workshops. The desktop clarity package is 100% remote.

What happens afterwards?

One of the outcomes is to 'determine the best approach and decide the actions to take'. So in that sense, it should be clear what needs to happen afterwards.

In some instances, you may need additional support to develop ideas and action next steps. That support could come from us, or from other partners. But if you've got resources in place, all you need to do is apply that clarity and get people heading in the right direction.



So....

....Shall we have a chat?

In a 30 - 45 minute call we can usually determine whether taking this approach and working with us will be effective.

Some of the things we cover include:

- What challenge(s) do you need clarity on? Is it a broad strategic issue (e.g. not sure we're clear on business direction / positioning) or something more specific (we want to enter X market and need to get clarity on how to approach it)
- Why is it important to you / your business? Is there a financial goal or benefit attached to it? Are you working to a timeline?
- What work / thinking have you done so far? What's been the reaction or impact?
- Who is involved / interested in what happens? How easy / difficult is it to get people face to face in a room together?
- Are there any other partners / agencies this affects?
- What's your experience like of working with external consultants? What would a good outcome from this process look like for you?
- Do you prefer Mars Celebrations or Cadbury's Miniature Heroes? (Helpful for workshop refreshments).



**All clear?
Hurrah!
Huzzah!
Boom!**



Now it's time to...

BOOK A CALL



SEND US AN EMAIL



POP IN FOR COFFEE



DO NOTHING.
I'M OK BEING UNCLEAR.



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