



CONSULTING INTERVENTIONS

End-to-End Strategy

We introduce the term 'End-to-End Strategy' to capture how we approach strategy design, development and delivery with our clients. End-to-End Strategy is a holistic and rigorous approach to strategy. It addresses all the necessary steps in the strategising activities of an organisation, where the intention is not only to envision future strategic paths, but also to translate these strategies into concrete reality, and align the essential elements of the organisation – structure, systems, process, culture, competence and the business model – with the strategy, vision and organisation purpose.

End-to-End strategy is designed to assist the Board, the CEO and the directors of the organisation with the shaping of its corporate and operational strategies, the alignment of the organisation with strategy, the implementation of strategy and the measurement and delivery of strategic objectives, initiatives and plans.

