

spitfireconsultancy.com

| STRATEGY



Spitfire

Strategy | Performance | Coaching

Spitfire. People Transform Performance.

We work globally helping clients unlock potential to accelerate growth, build resilience and agility to thrive in a rapidly changing world. Together we achieve exceptional results with positive lasting impact on more than the bottom line.

Our difference is the unique blend of **strategy**, **performance** and **coaching** we provide that delivers real change through people.

Strategy

Shaping & defining your direction, engaging people to make it happen

Performance

People making the difference through teamwork, problem solving, and implementation

Coaching

Working with people to passionately seek and fulfill their own potential

| What is Strategy?

“Strategy is about making choices, trade-offs; it’s about deliberately choosing to be **different**”

Michael Porter



| Strategy is right for you if.....

- > There is a need to sharpen your **competitive edge**
- > You don't have absolute **clarity** on where you want to be and how to get there
- > You are failing to get traction between daily tasks and your strategic priorities
- > There are conflicting **priorities** and a lack of **alignment** across business functions

| You're ready for strategy if.....

- > You need to **identify** in which areas you want to win in the future
- > You want to ensure your **collective actions** take you to this new future
- > You need to get buy in and fully **engage** your people in this new direction
- > Maintaining your current direction of travel or business performance levels is not an option

Myth #1

“Vision & mission statements and goals are strategy”

Reality: At Spitfire we believe aspirational statements “to be No. 1” or “to become the premier provider of ...” are not enough. A strategy must also be a **framework for decision making** and a coherent set of **aligned objectives and actions**. A clear direction without execution is of little use and actions are aimless without a clear direction.

Myth #2

“Strategy is a once per year process for the leaders”

Reality: At Spitfire we believe the entire organisation must be involved. We believe **people transform performance** and ‘buy in’ and ‘engagement’ to the strategic direction is an absolute must to be successful. What matters is whether the people in the organisation understand and internalise it and continuously act upon it.

Myth #3

“Strategy is about the long term”

Reality: At Spitfire we believe that strategy is more than setting a direction of where we want to be. It’s also about what needs to be **done now** in order to ensure a future which is shaped to your advantage. Your future is created by what you do today not tomorrow.

Spitfire Strategy

We understand what a change in direction actually requires to bring about successful outcomes and results.

Spitfire Strategy can help you to shape and define the direction, create lasting engagement and then drive execution.



Environment



Thinking



Behaviours



Outcomes &
Results

We help you create the environment to engage people in the direction you want to go in:

- **Organisations** to clearly know the why, where, when and how that will lead to success
- **Leaders** understand their role in the context of those whom they lead and can clearly articulate this
- **Team members** are able to clearly understand how what they do everyday contributes to collective success

Benefits

Common Purpose

Strategic reviews tap into a rich variety of perspectives and ideas in order to define the optimal combination of customer value and internal capability – creating one team with one plan.

Engaged People

Strategy sets priorities enabling hard choices to be made on where to focus resources, time and money. This clarity drives empowerment and engagement throughout the business.

Clear Direction

Strategy gives clarity of direction enabling alignment of functional activities and increases in operational efficiency.

Making it Happen

The race is won not by who is currently in the lead but who is moving fastest. An effective strategic process increases adaptability and the ability to deliver change more effectively.



Spitfire Strategy

A PHASED APPROACH

We believe in the uniqueness of our clients, their people and their situations. We pride ourselves in developing bespoke and creative solutions for organisations using the following model as a foundation.

Engagement Phase

- > Engage the senior team and understand the business need
- > Develop and agree the optimum approach
- > Develop a compelling forward business vision

Development Phase

- > Senior team creates the **environment for success**
- > Determine the vital few business priorities and agree the ambition for a **step change in performance** in support of the vision (What)
- > **Senior team alignment and buy in** for the identified and agreed strategies to deliver the step change (How)
- > Plan the deployment (Who and When)

Deployment Phase

- > **Full engagement, buy in and alignment** across all business functions and organisational levels
- > Accountability defined and agreed including critical cross functional collaborations
- > Establish transparent process for reviewing execution

Spitfire Strategy

BEING THE DIFFERENCE

Creating clarity on your purpose and WHY. Making it compelling and motivational. Provide context for the organisation to guide their choices.

Vision
Development

Turnaround
&
Growth

Driving business-wide business initiatives with speed and agility to achieve successful outcomes and rapid, measurable results.

Creating focus and making the hard choices on where to target resources. Getting buy in and engagement from the entire organisation. Providing clarity that enables empowerment and dynamic execution.

Strategy
Deployment

Culture
Change

Changing the way you do things by doing things differently. Cultivate a culture that is motivational, engaging, empowering and drives results.

| Strategy + Lean = Aligned & Engaged People

Strategy provides the context and direction for improvements to be made and creates the environment that enables the collective thinking of the team to be aligned. People have a need to understand the Why; it is the foundation on which true engagement is built.

At Spitfire we believe that people are motivated by working towards a common purpose in which they have had the opportunity to contribute how best they can support.

Spitfire can support your organisation to be even more effective in the pursuit of continuous improvement by ensuring you set the environment necessary for achieving your ambitions.



When people are emotionally engaged, they are motivated and focused on how they can contribute.

“Connect the dots between individual roles and the goals of the organisation. When people see that connection, they get a lot of energy out of work. They feel the importance, dignity, and meaning in their job.”

Ken Blanchard

About Spitfire Strategy

We want you to **be the best you can be**

Our **purpose** is underpinned by five fundamental beliefs.

We believe in
your potential

We build
relationships
through trust

Thinking
drives behaviours &
outcomes

Your situation
is unique

We ensure
a positive lasting
impact

We help **people transform performance**

Our **approach** ensures high impact engagement to deliver rapid change,
following five simple steps.

We understand your
unique objectives,
goals & situation

We develop a strategy
& approach to engage
& implement

We develop
agreed indicators of
success

We act upon
real-time learning

We ensure
measurable
return on investment

We bring our **skills & expertise** to turn ambition into reality.

Our difference is the unique blend of **strategy, performance** and **coaching**
we provide that delivers real change through people.



**“ROWING HARDER
DOESN'T HELP
IF THE BOAT IS
HEADED IN THE
WRONG DIRECTION”**

Kenichi Ohmae

A photograph of a paved road with double yellow lines, curving through a dense forest. Sunlight filters through the trees, creating a bright path on the road. The text is overlaid on the upper half of the image.

**WHAT COULD YOU
ACHIEVE IF YOU WERE
THE BEST THAT YOU
COULD BE?**



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