

# Key areas of focus.

## KEY AREAS OF FOCUS

Below are a few examples of some of the most common challenges faced by our clients, followed by the outcomes they were able to achieve from collaborating with us and bring their senior executives /VIP customers together.



### LEADERSHIP FRAMEWORK

#### CHALLENGE

- Desire to provide strategies to handle formidable leadership challenges
- Build on and reinforce leadership behaviours
- Develop clarity of purpose

#### OUTCOME

- Develop a better understanding of leadership styles
- Lead change effectively and build effective teams
- Forum of collaboration



### VIP CUSTOMER LOYALTY

#### CHALLENGE

- Create world class customer relationships
- Define approaches to customer loyalty & engagement
- Holistic approach to understand what best practice looks like?

#### OUTCOME

- Distinguished value proposition
- Tailored product portfolio to suit value proposition
- Loyalty engagement to engage reward the VIP customers



### STRATEGY & INNOVATION

#### CHALLENGE

- Evaluate, execution and challenge Strategy
- Define purpose & identity
- Limited innovative capability

#### OUTCOME

- Flawless execution and accountability
- Redefining strategy as a dynamic process
- Distinctive capability incorporating innovation, architecture & reputation



## TEAM ENGAGEMENT / ACHIEVEMENT

### CHALLENGE

- Limited team cohesion and the power of working as a team
- Working together to achieve common goal
- Challenge to deploy talent and multiply its value

### OUTCOME

- Passionate employees with strong values, can do behaviours, beliefs, team spirit and passion
- Empowering culture recognising contributions
- Conversion of resources into capability that are managed and coordinated



## PRINCIPLES & BEHAVIOURS

### CHALLENGE

- Accountability and belief in the principles and behaviours
- Lack of partnering and respecting employees
- Silo thinking

### OUTCOME

- To deliver consistently on superior value to all stakeholders
- Belief awareness incorporating; thoughts, emotions and behaviours
- Creativity and innovative environment



## COMPETITOR SIMULATION

### CHALLENGE

- Unsure of genuine competitive advantage
- Limited understanding of the competitor environment
- Lack of insight regarding brand impact and awareness

### OUTCOME

- Performance edge
- Knowledge of the talent needed to be successful in the future
- Self leadership, self actualisation and self regulation