StratejiCo.

Strategy Development and Implementation

Strategy Development and Implementation As StratejiCo., we help the leaders of the business world in conveying their visions to their employees, clients and other stakeholders with an **{added-value}**. First, after a detailed analysis of the corporate structure, we recommend the required changes. Then, by engaging with the employees, we prepare a roadmap to gather the organizational resources, skills, and abilities together in order to create a competitive advantage.

What is at stake?

Etymologically, **'Strategy'** is a military word but it is highly popular in the business world as well. Its meaning is generally accepted as 'a high-level plan to achieve a goal(s) under conditions of uncertainty'.

As StratejiCo., we believe that when a well-developed strategy with a robust theory behind, helps the companies to define and communicate their organizations' unique position and keep pace with challenges.

Besides, we strongly believe that strategy is not applicable unless it is empowered by the culture. Because just like the business management guru Peter Ducker said: **"**Culture eats strategy for breakfast**"**.

What do we promise?

A strategy without a good execution cannot go further than being an idea embellishing the company reports. Hence, we focus on the **"strategy-structure-culture"** triangle to unveil the human resource potential and to discover what could make the existing organization more valuable.

Our hands-on change program helps the company leaders to deploy their vision at a granular level, to get the support of stakeholders at all levels and to reach their desired outcomes.

How do we help?

First, StratejiCo. helps to create a wide-angled diagnosis report and define the mutual interests together with the company leaders. Then we examine the organizational structure and recommend changes. The last and most important part is getting the involvement of people who are expected to carry out activities aligned with the **new strategy** and structure.

With the participation of the employees, we prepare the roadmap on how organizational resources, skills, and competencies should be combined to create a competitive advantage.

EVE model (engagement), which StratejiCo. has developed, is one of the methods we use. Thanks to this model, in an environment ready for a change, the company leaders can articulate their strategy easier, in a way that it provides value for employees, customers and shareholders.