PROFILE

STRIKINGIDEAS

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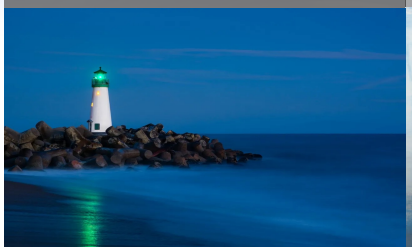
CONSULTING @ C-SUITE	PUBLISHING	CREATIVE PURSUITS
		

Striking Ideas LLC offers consulting, publishing, and creative support for the C-Suite worldwide by bringing its unique capabilities to serve business needs. Striking Ideas is engaged in introducing new vantage points and supporting corporate leaders by bringing their unique capabilities to business enterprises. Our team is geared to help clients worldwide with our Gallery of Custodians handpicked for their unique skill-based expertise. Striking Ideas LLC is registered in the USA.

PURPOSE

Striking Ideas brings new perspectives to provide value for enterprises to foster partnerships around the world in creating value for everyone associated with it.

CAPABILITIES

Systems approach with divergent thinking brings out stunning and striking ideas rooted in experiences about running and changing the business that finds expression in myriad, result-oriented business initiatives. An experienced hands-on team delivers value for the engaged.

EXPERIENCE

Rooted in an expanse of working with the C-suite and board members, helping alter the conversations for leadership with creative, divergent thinking in global organizations across a wide range of industries spanning multiple geographies.

SIGNATURE C-SUITE CONSULTING ENGAGEMENTS

STRIKING IDEAS brings its unique capabilities to enable leaders with relevant context to support brand and business outcomes with its C-Suite Consulting Engagements.

I. PURPOSE DRIVEN — WITH THE L&S ENGAGEMENT

Every successful organization knows what to do to deliver its products and services. Most organization constantly strive to deliver improved economic value. Visionary companies are guided by a core ideology and a sense of purpose that is preserved over time. Organizations that are focused on a higher purpose, know why they exist and how their work is meaningful. Recent history shows that some of the most outstanding companies even if they were, once upon, a time purpose driven organizations can fall in a trap as they dissipate their soul by overtly focusing on transactional ways without due attention to its core purpose — as values and heritage are referenced in the past tense and less frequently in everyday business decisions and dilemmas in the C-Suite and boardrooms. Such forces subvert the soul of an organization. *The L&S®* engagement sets out a vantage point and opens a new conversation to mitigate this silent peril. It elevates engagement in The purpose driven *L&S®* Engagement consulting practice. It affirms that whenever human interaction occurs, it holds the potential of going far beyond the transactional boundaries. This engagement provides a context for Loyalty Systems.

POTENTIAL OUTCOMES — A method to adopt by rekindling a Deeper Purpose at the Heart and Soul of High Performing Organization that amplifies the relevance in upcoming Feb 2022 release of the Harvard Business School research book that illustrates the need for Purpose Driven Organizations. The *L&S®* Engagement provides a method to implement the learning from Oct 1994 book: Built to Last Successful Habits of Visionary Companies.

II. UNLOCKING ORGANIZATIONAL BLIND-SPOTS

Spotting and remedying blind-spots is an ongoing effort. The environment evolves, and circumstances change. Nothing is stagnant in this world. If the processes and systems are not reviewed, they fall on the brink of lower relevance to the danger of becoming obsolete. This engagement ascends in three phases — each phase more intensely, moving the maturity of going from reactive to proactive systems strength.

- ★ **PHASE ONE** — Understand NUANCES and Decide Six Actions
- ★ **PHASE TWO** — Identify and ENHANCE 12 Processes
- ★ **PHASE THREE** — Setup a Culture of Holistic Systemic EXCELLENCE

POTENTIAL OUTCOMES — **(1)** Alignment among the Senior Leadership Team, Clearly identified core competencies, strategic advantages, strategic challenges, well understood and agreed customer segmentation, employee segmentation and so on **(2)** Reduced Turn Around Time, Improved Accuracy and Consistency in processes, Reduced costs, Improved Revenues, Improved Customer and Employee Engagement **(3)** Road map for Excellence basis the Health Check at an Organization Level, specific milestones achieved on the roadmap that help save costs, improve revenues, etc.

III. Improvements Tools and Methods – Foundation for Transformation

Quality Projects Enabling Methodologies, Tools, and Techniques to strengthen a systemic outlook. It is imperative to embrace Lean Six Sigma methodologies, Juran problem solving, tools and techniques such as process mapping, scatter diagrams, and more to impact business results.

Potential Outcomes — **(1)** Common understanding about quality and process improvement methodologies – which one to use for what kinds of project, increased use of quality tools across the organization thereby improving the quality literacy of the company, **(2)** Reduced Turn Around Time, **(3)** Improved Accuracy and Consistency in processes, **(4)** Reduced costs, **(5)** Improved Revenues, **(6)** Improved Customer and Employee Engagement.

IV. Capability Building – Customized Training & Development

Mapping unique training needs to meet the challenge of capability building for organizations. Training & Development to improve capabilities: (*i*) Cost of Poor Quality (CoPQ) methodology, (*ii*) Deep Listening (*iii*) People Power — Valuing People (*iv*) BPM for Leaders — Business Process Management, (*v*) BPM - For Practitioners Business Process Management, (*vi*) Certified Trainers on
Quality Improvement, (*vii*) Personality Factors — Facilitation Skills for Productive Teams, and (*viii*)Organizational Excellence — Leadership Insights.

Potential Outcomes — **(1)** Better Data-based Decision Making Skills among Leaders and Managers, **(2)** Improved Team Performance with Trained Facilitators, **(3)** Estimated Value of COPQ, **(4)** An agreed method to measure Customer and Employee Engagement, **(5)** Improved Effectiveness in Quality Improvement Teams.

V. Once Upon A Time

Once Upon A Time is a curated series designed to kindle an appetite to deliver genuine service from the heart. Behind the brand and the process-centric façade – resides an indelible spirit of humanity. Once Upon A Time is about Celebrating Life in a curated session that brings a heightened awareness of what it takes not just for the front-line associates but for everyone who should be mindful of appreciating the human spirit beyond a transactional mindset. Behind the brand and the process-centric demands – resides an indelible spirit of humanity. This curated session brings a heightened awareness of what it takes not just for the front-line associates but for everyone who should be mindful of appreciating the human spirit beyond a transactional mindset.

Potential Outcomes — Enlighten audience on what is possible to achieve through: **(1)** Having engaged employees **(2)** Believing and Executing in a Customer Excellence Strategy **(3)** Delivering on Consistent Process to Delight Customers.

VI. North-Star Leadership Development Program for The C-Suite

To foster the capabilities of leaders to grow and enhance their capacity and capabilities to face the dynamic challenges of the complexities of the present day and the future.

Potential Outcomes — **(1)** Improved Leadership and Management education for Direct Reports of the C-suite, **(2)** Projects completed by attendees thereby Internalizing the Learning to Practice their Education by Delivering clearly Measureable Results.

VII. Precision–Light Assessment Methodology

Assessment executed in a fortnight. Organizations that are keen to table the most critical improvement opportunities find this offering useful to help realize the business impact. The Precision Action Planning – like a surgical strike – is the extension of the assessment methodology to help with a bias for business outcomes to benefit the C-Suite's business goals.

Potential Outcomes — **(1)** Feedback Report of a Specific and Focused Area of the company to Improve and **(2)** Fix the processes of that assigned area **(3)** Enhance process maturity and organizational efficiency **(4)** Moving from Reactive to Proactive state.

VIII. Business–Anchors Assessment Methodology

Business–Anchors Assessment Methodology – is a full-scale assessment of the entire organization. This assessment provides a pertinent business relevant feedback and is designed for a sustained one to three year arrangement that involves the C-Suite and two reviews with the board.

Potential Outcomes — **(1)** A Full Fledged Feedback Report after a 360°Assessment of the Organization to Enhance Higher Levels of organizational effectiveness **(2)** sustaining the rate of change internally to combat and predict change in external Environment thereby elevating organizational efficiencies al many levels. **(3)** Overalls organizational maturity continues to be enhanced year on year.

IX. Brand Identity Design

The persona of a brand can exude meaning for what it stands for. Sometimes the depiction is visible in actions and in words and also in visual appearance. How does one get a resonance and alignment on all three dimensions? The easy part is the visual depiction — the second elusive challenge is to identify non visual expressions for the brand and the third task is to get sustain a conscious in a brand corridor for references in decision making for all brand custodians. STRIKING IDEAS brings its capabilities in corporate-brand design that includes — visual facets and non visual cues to identify the hidden factors that connect the critical nodal points that amplify the brand promise. It is a foundation to holistically nurture an organizational culture that compliments the leadership behavior and actions. Brands can be eternal — only if it serves and lives to be true to its purpose elevated for all inclusive value for all stakeholders — *or else* — *Life is but a moving shadow.*

Potential Outcomes — Potential Outcomes — **(1)** Brand meaning is clearly understood by all stakeholders **(2)** Brand Equity as a function of measuring value is a recognizable name and a basis for enhancement and review.
(3) Corporate Brand can become memorable, easily recognizable, and perceived as superior in quality and reliability.

X. Leveraging the Conglomerate Strengths

In conglomerate structure an opportunity to leverage untapped strengths and unlock internal synergies to enhance brand equity exists. With an in-depth working knowledge, insights and nuances in shaping and executing programs — STRIKING IDEAS has with it and its ecosystem the capabilities to facilitate longterm success.

Potential Outcomes — **(1)** Group wide synergies that were untapped are now unearthed. **(2)** Overall corporate brand is perceived as a stronger entity. **(3)** Can open new opportunities.

Publishing

Everyone brings something very unique based on their field of education, depths of experiences and invaluable interactions with numerous people that they mingle and interact with – thereby providing an opportunity for a unique perspective. Striking Ideas can bring their unique capabilities to help publish books worldwide as printed books, e-books, and audiobooks with a partner network of 40,000 outlets across all major countries around the world.

At Striking Ideas – we have devised an easy three tier approach to publish your book. If you are an experienced writer, you belong to tier one; indeed, you are – READY TO GO. If you need some assistance with your manuscript, you are in tier two – seeking PRO-SUPPORT. If you have great ideas and need involved interactions to bring your thoughts to fruition – you deserve FULL-SERVICE.

Our programs are designed to bring out the best from you to the world. With a distribution network that spans the entire globe using non-traditional publishing practices for the new age of hyper-connectedness.

Creative Pursuits

Visual design and the power of the word expressed in an appropriate medium resonating to the strategic cause can unlock hidden value. Designing brand identity and short films is a passion for supporting the C-Suite in achieving their vision. A bespoke offering for C-Suite creative pursuits covers three distinct experiences in corporate films. (a) Unscripted Thematic: Based on ad-lib conversations, (b) Scripted Pitch: A pre-conceived narrative, (c) Leading Thoughts.

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