

Metamorphosis Digital Advisory – Making Strategy Simple Template

	DISCOVER the possibilities	DIRECT the conversation	DEBATE the alternatives	DO the actions	DEBRIEF the action
Focus	What	So what	Now what	Now what	What happened
Job to be done	We help our customers develop Digital Business Strategies and Digital Business Plans that are fit for purpose in a digital world and do the heavy lifting required to get detailed businesses cases for investing in digital across the line with Boards and investors. We also specialise in international education research and strategy to help international education providers navigate the challenges and opportunities of the future.	We shape the conversation and help organisations to see ideas and possibilities they hadn't seen before.	We advise organisations on the options available and help them chose the best option for them.	We help organisations develop and implement the organisational change process to support their chosen strategy.	We provide information on the impacts of the changes and how these compared with what was anticipated.
Level	Strategic	Strategic / Tactical	Tactical	Tactical / Operational	Tactical / Operational
Capabilities	<ul style="list-style-type: none"> Strategic thinking Research Facilitation 	<ul style="list-style-type: none"> Influence Facilitation 	<ul style="list-style-type: none"> Research Analytics Modelling Report writing Planning 	<ul style="list-style-type: none"> Project management Planning Resource allocation Change management 	<ul style="list-style-type: none"> Analytics Data visualisation and reporting
Activities	<ul style="list-style-type: none"> Research New initiatives Strategic thinking and leadership Environmental scanning / staying abreast of international trends ROI thinking Understanding what quality is + how value is generated 	<ul style="list-style-type: none"> Client meetings Socialisation and influence Blogging on relevant topics 	<ul style="list-style-type: none"> Business modelling Business cases Support responses to external policy Position papers Forecasting / prediction Data Analysis Support for BAU decisions ROI thinking Board reporting 	<ul style="list-style-type: none"> Project / Programme Management 	<ul style="list-style-type: none"> Data Analysis Ad hoc information requests Maintain www.metamorphosis.digital Track outcomes of decisions
Products	Strategic Scanning Research reports Thought papers Frameworks and conceptual models	Presentations	Models Business cases Policy advice papers Ad hoc requests Lead indicator dashboard	Project plans	Analytics tools
Stakeholders	Client decision makers Client change leaders and champions Client Boards	Client decision makers Client change leaders and champions Client Boards	Client decision makers Client change leaders and champions Client Boards Client Staff Other professional advisors (e.g. HR, Accounting, Legal)	Client change leaders and champions Client staff Other professional advisors (e.g. HR, Accounting, Legal)	Client decision makers Client change leaders and champions Client staff Client Board
Emphasis	Maintain	Increase	Increase	Increase	Decrease
Shifts / new work	<ul style="list-style-type: none"> Create definitions of quality and value Supply-side understanding Deeper understanding of competitors / competition Strengthen link between activity and outcomes 	<ul style="list-style-type: none"> Increase focus on influence work Increase bias to action Increase focus on purpose as opposed to benefits 	<ul style="list-style-type: none"> Increase emphasis on what might happen Strengthen connection to client data Increase evidence of value / quality Lengthen time period we advise over Strengthen link between activity and outcomes 	<ul style="list-style-type: none"> Increase project management capability Increase bias to action 	<ul style="list-style-type: none"> Decrease emphasis on reporting what happened in the past Increase emphasis on narrating the present and predicting the future Increase support of key initiatives Strengthen link between activity and outcomes