

OUR APPROACH & METHODS FOR SUCCESS...

OUR STRATEGY, APPROACH & VALUES TO CREATE SUCCESS...



**MARKET GROWTH,
COMPETITION & DOMINANCE**

How does an organisation (division, department or team) achieve outstanding strategic, pragmatic and perpetual commercial growth?

How does it compete, expand and win markets, particularly in the face of highly dynamic social, competitive, regulatory, technological, and industry-based factors?

ESMC are experts in the planning, design and execution of activities that overcome these challenges. Some of the areas in which we focus to collaboratively deliver success include:



OBJECTIVES, MISSION & PURPOSE

Assessing or defining Organisational (group, team, individual) short and long-term objectives. ▲ Enriching and bringing clarity to organisational and human mission / purpose.



SITUATION, STATE & TRAJECTORY

Examining the organisation's abilities, resources, structure and assets (capital, brand, market/consumer-based, staff, propositions, intellectual, etc.). ▲ Knowing who you are, where you are heading, and what you can build from.



IDENTIFYING EXISTING & FUTURE "OPPORTUNITY WAVES"

Identifying market, consumer and competitive opportunities. Assessing for alignment (and evolution linkages). ▲ Looking ahead, thinking "Big Picture", and revelling in being entrepreneurial.



EMBRACING CONSUMER-CENTRED STRATEGY & THE BEST ENGAGEMENT METHODS

Building short and long-term Strategic Growth & Marketing Plans; ones that integrates high-impact propositions, capability, consumer and process development activities. ▲ Getting the organisational focus right – centred on consumer relationships and always seeking the best pathways to engagement.



TRANSFORMATION & EMBEDDING THE "PERPETUAL EVOLUTION OF ADVANTAGE" (PEOA)

Establishing an organisation where its senior leaders, management, staff and teams, are inspired, rewarded, and thrive from organisational development. ▲ Creating an organisation where its people feel safe, empowered, and are energised to become masters of progressive transformation.

