



HOLY TRAP

Vision Cluttered
Values Undefined
SWOT Not Articulated
Data Fragmented

\$1-10 Mio size

THE BUSINESS
STARTED



DISCOVER

Financial Operational Data, Issues
Holistic Fact Sheet
First Principle Thinking
Design Thinking



ARTICULATE

Articulated Vision
Articulated Values
Framed SWOT, PEST
Integrated Data



STRATEGIZE

Value Proposition Design
Brand Positioning, Brand Architecture
Strategy Map
PRODUCTIVITY LOOP / FLY WHEEL
Short & Long-Term Strategic Plan, Phases



Re-ENGINEER

Competence, Leadership, Structural Re-engineering
Process Re-engineering, SOP, Automation, Digitalization
Culture Audit, Re-engineering



EXECUTE

Create & Deliver Value Proposition
Execute Results
Brand Equity



EXPAND

Leverage on Brand Equity
Expand through
Stakeholders

\$200M+

\$50-100 Mio

SABBIR NASIR

TRANSFORMATION FRAMEWORK



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