

# PurpleSteer

In-House Consulting

## Agenda

- Traditional Management Consulting
- Why PurpleSteer
- Frameworks
- What can we do for you In-House?

## Traditional Management Consulting

- Arms-length approach with briefs & proposals that doesn't work
- <1% contribution to the steady stream of strategies & innovations of the last 50 years across companies and industries
- Based on rigid monolithic reputations & fragmented islands of expertise, bordering on 'fraud & corruption'
- Money-mindedness, people-mindedness & vuca-mindedness with total lack of trustworthiness and accountability
- Limited to the executive suite that de-characterizes a company

## WHY PS

- Consulting Excellence as equal and complementary to Managerial Excellence
- Based on constant and oblivious situationalizing or intentionalizing
- In-House with access to circumstantiality and applicability that have empirically and theoretically underpinned managerial excellence
- Metered work and performance instead of dubious “outcomes” & “milestones”
- View a company as a ‘Talented Matrix’ with strategy & innovation across levels and functions

## Frameworks

- Industrial Trinity (“Think Inside The Box”)
  - Tech ---> Product ---> Market (---> Tech)
  - Autistical ---> Situational ---> Intentional (---> Autistical)
- Depth & Breadth (“Your Comfort Zone”)
  - Describe The Situation (for Problem-Solving)
  - Survey The Intent (for Decision-Making)
- Consulting Cloud (“In House”)
  - Insight Driven Recommendations
- A Human Lens (“Theory Of Everything”)
  - Enter The Natural World: License To Thrill!

## What can we do for you In-House?

- Be an incredible sounding board
  - Disruptability & Entrepreneurship
- Validate what you're doing
  - An outside opinion
- Contribute to your Strategy & Innovation agenda across levels and functions
  - Talented Matrix
- Augment your Corporate Strategy Group
  - Problem-Solving & Decision-Making based on #TheNaturalWorld



## About Us

We're a boutique Management Consulting firm specializing in Strategy & Innovation. We work with only one client at a time for 6-9 months, and ironically enough, we're affordable.

We can do justice to your Strategy & Innovation agenda!

## Saurabh Handigol (Founder / Strategy & Innovation Consultant)

- An outsider to Management Consulting from Day One
- 20+ years of research on Humanity & Global Geopolitics
- In-house consulting experiences across industries
- Been a passive and rich observer of game-changing startups & failing companies
- Intimate familiarity with DISRUPTION as the greatest concept of the 21<sup>st</sup> century



## Chequered Career (2004 – 2024)

- Successfully negotiated an S-Curve / Learning Curve again and again and again across 20 years for maximum evolution
- Every struggle added a new piece to the puzzle, a new dimension to the overall picture that was getting created
- No inadequacies in my resume – authentic & impressive
- All the experiences and learnings are well-connected like a string of pearls to provide a compelling narrative at the end
- A career spent in giving credibility to Strategy & Innovation / Management Consulting instead of giving credibility to myself

# Saurabh Handigol

Founder / Strategy & Innovation Consultant

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