

Fahrenheit212

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Get in Touch

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Introducing Echo, the future-first approach to growth planning.

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
ECHO

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The challenge facing companies today is not ambition for transformation, but how to catalyze action. Echo is that catalyst.

The future-first approach to growth planning, from:

 Capgemini Consulting

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Prepare for the Competitor You Won't See Coming

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In a market rife with disruption, from start-ups upending incumbents to major players redefining long-standing industry lines, traditional growth strategies are drastically shortsighted. New world strategy requires diverse expertise – growth, innovation, digital – working in unison.

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Catalyze Action Around a Common Enemy

Echo is a future-first growth strategy that creates a comprehensive vision of your competitor-of-the-future. We bring this credible threat to life by defining its products and services, business model, organizational structure, and technologies, providing your company a common enemy to rally against.

Build a Better Plan for the Future

The Echo process defines a competitor that is not shackled to current market realities, and envision a future not limited by your company's existing business or political constraints. Ultimately, we arm you to compete with this vision. We create a future state for your company, complete with a strategic plan of attack.

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Every activity is approached through four key vectors:




PRODUCTS & SERVICES

What core offerings - both current and future - are relevant and exciting for the future consumer?




ORGANIZATIONAL STRUCTURE

Is there a modern, nimble organization in place that is able to service customers effectively, and manage operations efficiently?



TECHNOLOGY & SYSTEMS

Are modern technologies that enable efficiency, flexibility, and adaptability being leveraged to grow the business?



BUSINESS & OPERATING MODELS

What are the ideal models to deliver a superior future customer experience and strong, lasting business results?

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12px

DIAGEO

Coca-Cola

GUCCI  
GUCCI GROUP NV

SAMSUNG

NESTLÉ

COX

TOYOTA

citi

Marriott

70px

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\*\*All the logo files size: 125 X 70px

Set Up a Consultation Today

First Name

Last Name

Company

Job Title

Business Email

Phone

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## Introducing Echo, the future-first approach to growth planning.



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The future-first approach to growth planning, from:

Capgemini Consulting | Fahrenheit212

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#### APPROACH

#### CAPABILITIES

#### TIMELINE

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#### APPROACH

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#### TIMELINE

Our unique approach is purpose-built to meet the challenges of driving growth in a market rife with disruption.



##### END-TO-END

Our breadth of capabilities allow us to partner with clients from concept to commercialization



##### DEDUCTIVE AND INDUCTIVE

Our blend of outside-in and inside-out methodologies delivers step change results



##### ITERATIVE

Our method favors short cycles and validated learning, matching the pace of change of today's market



##### MULTI-DISCIPLINARY

Our teams are strategically assembled with diverse perspectives to drive big thinking



##### CROSS-CATEGORY

Our team members have in-depth experience across multiple categories, enabling pattern identification and lateral thinking

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### APPROACH

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In a 12-week sprint, Echo will free your business from its current constraints to define the products and services, organizational structure, platform technologies, and business model of your fiercest future competitor - and devise a proactive plan of attack.

Knowing that market dynamics evolve, as do opportunities, we will also come together biannually to refresh the vision and realign initiatives.

7 Weeks

#### VISION

Identify your true core value proposition and envision its future manifestation

#### DIVE

Understanding what makes your company great today

1 Week

#### DELTA

Mapping what needs to change between today and tomorrow

4 Week

#### PLAYBOOK

Charting the course to transform into your future self

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