Website content

Design benchmarks

1. **Home**
   - Gocatalant.com
   - bain.com
2. **Solutions**
   - https://gocatalant.com/one-platform/
   - https://www.slideshare.net/Catalant/the-agile-workforce-how-new-talent-models-help-companies-compete slide 8
   - https://www.mckinsey.com/business-functions/transformation/how-we-help-clients
3. **Case studies**
   - https://www.bain.com/client-results/
   - Case study layout - https://www.bain.com/client-results/how-micro-battles-powered-a-brand-and-sales-lift/
4. **About us**
   - https://gocatalant.com/about/
   - https://www.bain.com/about/what-we-do/
5. **Apply for LEAP**
   - https://www.bain.com/client-results/
6. **Blog**
   - https://www.bain.com/client-results/
   - https://www.mckinsey.com/business-functions/operations/our-insights/operations-blog
   - Blog piece layout - https://www.bain.com/client-results/how-micro-battles-powered-a-brand-and-sales-lift/
7. **Career**
   - https://gocatalant.com/careers/

Visual instructions

Feel free to choose
- The layout, benchmark the following website
    - Gocatalant.com - 1st preference
    - Bain.com - 2nd preference
    - mckinsey.com
- Icons - choose as suited to the text
- Colors we currently use
    - #1f497dff
    - Rest from google default ⟶
    - Feel free to use other colors too
- Font (google available options)
    - Helvetica for content
    - Playfair display for heading
      (I am open to suggestions)

Other feature to be added in the website

- Subscription button
- Chat bot
- SEO
- Embed code to detect who visited the website → Free account. Let me know what is needed account

https://www.leadfeeder.com/company/

- Tab name changes as per page ⟶

HOME PAGE

Time-boxed sprints

to ACCOMPLISH MORE
to GET STUFF DONE FASTER
to BRING FOCUS TO STRATEGIC CHOICES
for QUICK WINS TO ESTABLISH MOMENTUM

Immediate Execution	Frontline Empowerment	Customer Focus	Relentless Experimentation
Gain swift understanding of the topic for faster decision making and get agile at "getting things done"	Support your frontline workforce by providing capability enhancing assistance to enable faster execution	Bring voice of the customer back to your executive meetings and reinvigorate your focus	Test and iterate your ideas through continuous experiment-sprints to update and drive your strategy

We have helped listed Finnish and international corporations get work done faster (take from LEAP ppt)

What are the customers saying about us (take from LEAP ppt)

" " " " " "

- Accelerate strategy to execution through aligned sprints
- Access to dynamic and agile team with capabilities you need
- Improve productivity of spend through defined outcome and speed of work

1)

What can we help you achieve?	Where will your career take you?
Let's get to work	Join LEAP & find out

Our solutions to help you accomplish more

Agile deep-dives	Current state analysis	Digital solution fit	Purpose-driven data analytics
Quick deep-dives to understand, validate and progress on critical decisions before resources are committed.	Understand current processes and identify process gaps, owners and develop KPIs.	Digital transformations relies on the use of emerging technologies which complicates sourcing decisions for companies looking to go digital quickly.	Organizations have more data than ever at their disposal. But deriving meaningful insights from that data—and converting into action—is easier said than done.

Need to get work done now? This is how it works

Step 1	Step 2	Step 3
Describe your need and publish it	Invite potential candidates and schedule calls to evaluate fit	Get started

Book a meeting +358 45 696 7674

Client results and cases

Consumer Products

Lean Six Sigma improves plant performance and cuts costs

Bain incorporated Lean Six Sigma principles to improve FoodCo's plant performance, which yielded 15 percent cost savings and increased flexibility.

Aerospace, Defense & Government Services

An Ambitious Supply Chain Strategy Takes AircraftCo to New Heights

When issues throughout a global aircraft manufacturer's supply chain threatened to keep it from meeting its customer orders, Bain worked with the company to develop a new organizational structure and business strategies that helped the company meet demand.

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Keep an check on cases we are working on. We will update you once a quarter with our latest insights, case outcomes

Your email address

SUBSCRIBE

*I have read the Privacy Policy and agree to its terms.

Footer content benchmark

SOLUTIONS | CASE STUDIES | BLOG | CAREER | CONTACT US

f   y   in   **Contact Us**

SOLUTION PAGE

Instructions

- StrategyCo.Global offers 4 Solutions
    - **Agile deep-dives**
    - **Current state analysis**
    - **Digital solution fit**
    - **Purpose driven data analytics**
- Next slide is a sample of how content can be displayed. But you can decide as per your design layout
- Slide 11 and 12 has the content for each slide

Agile deep-dives

As markets evolve at an increasingly rapid pace, executives needs to make better and faster decisions. Yet organizations with complex structures and processes, have too many non-strategic topics to oversee, and executives end up losing focus or making decision with insufficient data.

We enable quick deep-dives to understand, validate and progress on critical decisions before resources are committed.

30%

Only 30% of corporate decisions are well-informed

40%

of taking a good decision depends on understanding the industry context

50%

Of decision effectiveness is governed by the process taken to execution

Organize market knowledge and gain visibility into the customer mind-set

Surface actionable insights and understand impact on business

Access to dynamic and agile team with capabilities you need

Client results and cases studies

Consumer Products

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More cases

What can we help you achieve?

Let's get to work

Check our next solution

Current state analysis

Slide 23

Link to next **solution** page

Product 1: Agile deep-dives

Description	As markets evolve at an increasingly rapid pace, executives needs to make better and faster decisions. Yet organizations with complex structures and processes, have too many non-strategic topics to oversee, and executives end up losing focus or making decision with insufficient data. We enable quick deep-dives to understand, validate and progress on critical decisions before resources are committed.
Value	● **30%** – Of the decisions are well-informed ● **40%** – Of taking a good decision depends on understanding of the industry context ● **50%** – Of decision effectiveness is governed by the process
Features	● Organize market knowledge and gain visibility into the customer mind-set ● Surface actionable insights and understand impact on business ● Access to dynamic and agile team with capabilities you need

Product 2: Current state analysis

Description	Operational leaders aspire to create standardized processes across organization in order to improve efficiency and throughput. But often leaders lack the understanding of on-ground reality. Thus they need to understand the existing processes from an unbiased point-of-view. We support you to examine the situation by providing an outside perspective through identifying process gaps, owners and developing KPIs.
Value	● **85%** – Of the decision makers believe processes help them to share knowledge across regions and divisions ● **60%** – Of value comes from new or improved processes ● **25%** – Of organizational productivity is lost due to unwanted and not needed processes
Features	● Focus on the highest value activities, identify obstacles to organize efficiently ● Enforce line accountability with change led by frontline workforce in their routine ● Flag and eliminate variations, disruptions, rework, or exceptions that slow the workflow

Product 3: Digital solution fit

Description	Digital capabilities are now a prerequisite to compete in the long term. Yet companies seeking to go digital are still unclear about the best way to set up their organizations to manage the digital transition. Digital transformations rely heavily on the use of emerging technologies and specialized tools, many of which are being developed by innovative niche players rather than the established corporations.The provider market is therefore, fragmented, all of which complicates sourcing decisions for companies looking to go digital quickly.
Value	**60%** – Of productivity boosting opportunities will come from digital **5%** – Of the digital solutions exceeded the expectations **16%** – Of the transformations from digital solutions result in sustained improvements
Features	- Align your strategic priorities by identifying the right selection of digital technology investment - Conduct objective assessment of the technology fit within the context of your business ambition - Enhance your technology ecosystem know-how through insights about latest developments, trends and standards

Product 4: Purpose driven data analytics

Description	Organizations have more data than ever at their disposal. But actually deriving meaningful insights from that data—and converting knowledge into action—is easier said than done. Organizations pursue data and analytics activities for a range of reasons, most often to build competitive advantage, increase efficiency or improve the customer experience. But they often fall short in tracking the impact of the analytics learning on the outcomes e.g. revenues or cost.
Value	**25%** – ineffective at meeting the primary objective of their data and analytics programs **5x** – performance boost if right expertise available to work with unstructured and real-time data **5%** – Higher gains when compared to no utilization data analytics
Features	- Extract maximum value from your data to transform workflow - Utilize advanced analytics for data driven decision support - Embed the capabilities you need to execute your big data analytics strategy

ABOUT US

We enable faster strategy to execution

MISSION

Our mission is to support executives in accelerating their decision-making process from strategy to execution.

Most organizations make trade-offs between velocity – how fast was the decision made and executed?; and quality – how good was the decision?. As per recent McKinsey study, it turns out that faster decisions tend to be higher quality(1), which suggests that speed does not undercut the merit of a given decision. Rather, good decision-making practices tend to yield decisions that are both high quality and fast.

StrategyCo.Global supports you in this decision making-to-execution process through its solutions; **Agile deep-dives, Current state analysis, Digital solution fit, Purpose driven data analytics**. These solutions are designed to identify specific needs and speed-up the progress.

By the numbers

2	**25**	**14**	**+70**
Years since inception	*Projects executed*	*Companies*	*Associates worked on projects*

History

StrategyCo.Global was co-founded by the alumni of Aalto University and Hanken School of Economics, in 2018. The co-founders believed there was a vast untapped potential in university students and they wanted to harness this potential and connect them to the needs of the industry to solve pressing challenges. And in doing so, prepare the students for the job market upon their graduation.

Team

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linkedin

● Our approach

We believe that you are more aware of your challenges than any external party. You are in control of the decisions to better navigate your company. In order to make your decisions data-driven, fast and agile - we support you in this process by bringing agility to your decision-making.

1. Post a project   **2. Scope with supervisor**   **3. Approve proposal**   **4. Review CVs**   **5. Kick off project**

APPLY for LEAP

LEAP

If you are determined to push your boundaries, take the initiative to apply for the LEAP program and we will support you to excel in your career.

Distinctive, flexible model | **Concrete impact** | **Global outlook** | **Focus on growth**

icon

Content in the next slide

What are the students saying about us (current SCG website)

" "

" "

Ready to take the first step?

APPLY NOW

Do you have a question?

Call us +358 44 235 5935

Or come meet us at

Design factory, Partner plaza,
Betonimiehenkuja 5C, Espoo

Description – Value for participating students

Distinctive, flexible model	You work in a focused and agile group to solve real industry challenges. You will have flexible working hours that you can balance alongside your studies. This is a platform where you will have an opportunity to apply your learnings at school on actual pressing corporate issues.
Concrete impact	You will work with our clients to drive the change they are looking for. You will have the opportunity to work with industry leaders to deliver concrete outcomes and create impact. These experiences will provide you with necessary exposure that will assist you in accelerating in your career.
Global outlook	You will have the chance to explore various business processes in a multinational corporation, and will engage with top management in understanding and addressing their business needs. These will provide you with essential management perspective as well strategies to cater to them.
Focus on growth	Our emphasis is on delivering results supported with your growth. You will have the chance to learn from various client cases in our knowledge sharing sessions with other LEAP participants. You will also have access to company development resources in the form of online courses and be provided mentorship by senior team members.

Benchmark: https://www.bain.com/careers/

Latest blog and case studies

Consumer Products

Lean Six Sigma improves plant performance and cuts costs

Bain incorporated Lean Six Sigma

Consumer Products

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Consumer Products

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Show the following for each
- Business function
- Title
- Small snippet of the article
- Time to read
- Share on linkedin
- Number of views

Nov 7 · 4 min

Safety Practices in Composites Manufacturing: Manual...

Composites are deadly. Knowing the risks of production will help you determine the proper PPE...

👁 24

Fill in the form to apply for LEAP

CASE STUDIES

Client results

At SCG, we believe in bringing agility to your decision making and achieving concrete results. Here are some of the cases that we have delivered for our clients since our inception.

Filter by

| Business function ▼ | Solution ▼ |

Banking

A Global Bank Digitizes the Customer Experience

Long lines at the teller windows inspired creative digital solutions that greatly enhanced customer service

Software

A Marketing Transformation Puts a Software Leader Back on Top

With revenue flattening the company made three key moves to reinvigorate sales

Medical Technology

Zero-based Redesign Puts a MedTech Leader on a Path to Sustainable Growth

Multiple forces were eroding profit margins for MedTechCo. New leadership partnered with Bain, intent on making sure that growth and profitability went hand in hand.

Consumer Products

Lean Six Sigma improves plant performance and cuts costs

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CONTACT US

to ACCOMPLISH MORE
DONE FASTER
CUS TO STRATEGIC CHOICES
NS TO ESTABLISH MOMENTUM

Discrete time-b

Immediate Execution

Gain swift understanding of
the topic for faster decision
making and get agile at
"getting things done"

Relentless Experimentation

Test and iterate your ideas through
continuous experiment-sprints to
update and drive your strategy

back to

We have helped top loca

ake from LEAP.ppt)

What are the customers

"

"

Contact us

First name*

Last name*

Email address*

Job title*

Company name*

Phone number*

Comment*

☐   Subscribe to hear about latest cases we've worked
on. We send cases letters once on three months.

or

Call us +358 45 696 7674

← **pop-up?**

CASE STUDIES

Work with us

We're on a mission to build the absolute best team, and are looking for talented, fun, and competitive folks to enable companies make high-velocity decisions. If you're interested in joining the team, check out our open positions.

Sales

Pre sales job opening

HR

Resources for blog writing

COMPANY TOPICS
https://www.mckinsey.com/business-functions/organization/our-insights/decision-making-in-the-age-of-urgency
https://www.mckinsey.com/business-functions/organization/our-insights/unleashing-the-power-of-small-independent-teams
https://www.mckinsey.com/business-functions/organization/our-insights/untangling-your-organizations-decision-making
https://www.bain.com/insights/the-bain-micro-battles-system/
https://gocatalant.com/blog/what-is-business-agility/
https://agilebusinessmanifesto.com/agilebusiness/high-velocity-decision-making/

PRODUCT TOPICS
Agile deep dives
https://www.mckinsey.com/business-functions/organization/our-insights/untangling-your-organizations-decision-making
http://www.reddal.com/insights/increasing-agility-in-decision-making-to-improve-competitiveness/

Current state analysis
https://www.bcg.com/documents/file120643.pdf

Digital solution fit
https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/selecting-the-right-platform-for-it-automation
https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/acquiring-the-capabilities-you-need-to-go-digital

Purpose driven analytics
https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-need-to-lead-in-data-and-analytics
https://www.bcg.com/publications/2014/digitization-simplification-getting-best-both.aspx
https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/making-data-analytics-work-for-you-instead-of-the-other-way-around

COMMUNITY/ SOCIETY TOPICS
https://info.parkerdewey.com/hubfs/Apprenticeships-no-silver-bullet.pdf?utm_content=108860573&utm_medium=social&utm_source=linkedin&hss_channel=lcp-10337467
https://www.forbes.com/sites/michaelhorn/2019/09/10/the-need-for-discovery-gap-years-microinternships-as-students-choose-college/?utm_content=100650460&utm_medium=social&utm_source=linkedin&hss_channel=lcp-10337467#29bcd32361d5

Next steps for Marketing

1. Newsletter design
2. 1st newsletter content
3. Decide date to send the 1st letter

end