

STRATEGIC PLANNING

Considered Strategies that Deliver Results

Senior management of any company, whether publicly traded or backed by private equity, is responsible for choosing the right strategies to successfully navigate critical inflection points. In these scenarios, our clients need a clear path to value creation and an executable plan designed to realize that value quickly. Ankura's experts use our proprietary strategic planning methodology and services, including our unique CPO framework (customers, product/service, operations), to evaluate a business and identify the best opportunities at a given juncture. We review financial statements, operating metrics, core competencies, and conduct industry and market research. We aim to collaborate with owners and management to develop the strategies, business models, roadmaps, cross-functional plans, and playbooks that will lead to accelerated growth and value creation.

SOLUTIONS

At the core of our solutions is a commitment to partner with you to transform, grow, enable, and protect value in the midst of constant change. Our comprehensive strategic planning services are tailored to each client's unique circumstances culture, and lifecycle.

Strategic Planning

Our experts collaborate with owners and management to challenge conventional thinking, identify where the market is moving, and develop strategies that deliver value and sustainable advantage.

Mission, Values, and Vision Development

We work across all levels of an organization to identify its unique purpose, establish a compelling vision for the future, and define non-negotiable values that guide the "how" of working together.

Business Model Development

Globalization, deregulation, and technological change is driving a need to establish innovative business models. Ankura partners with senior leaders to establish business models that address changing customer needs.

ANKURA VALUE

SPEED

We bring proven methodologies, tools, and approaches that accelerate execution and value creation.

EXPERTISE

Our experts provide deep financial, process, technology, program leadership, change management, business analysis, and subject matter expertise to drive results.

COLLABORATION AND ALIGNMENT

We understand the importance of driving alignment and collaboration across functions and stakeholders to create buy-in and ensure the commitment necessary to deliver.

PEOPLE FOCUS

We work to develop a shared understanding of the WHY, WHAT and HOW across the organization while equipping team members with new approaches, strategies, and tools to ensure sustainable results.

RISK REDUCTION

Maintain cross-functional focus and momentum to achieve program objectives and drive results while identifying risks and establish effective mitigation plans.

STRATEGIC PLANNING

Strategic Governance

We help organizations build the foundation for strategic governance to speed decision-making, allocate resources, reduce risk, and accelerate value creation.

Strategic Execution

We use an integrated program and change leadership approach to align business strategy with execution, drive momentum, and deliver results.

Facilitation and Acceleration

Alignment drives commitment which drives results. Our expert facilitators partner with leadership to move teams from where they are to where they need to be in order to predictably execute critical strategic initiatives.

REPRESENTATIVE ENGAGEMENTS

Generating Momentum and Results with Strategic Management

After the acquisition and integration of a logistics company with over 120 distribution centers nationwide, a global third-party logistics provider engaged Ankura to align its corporate growth goals and develop the plans necessary to reach those goals. Ankura facilitated the alignment of leadership and development of a five-year vision and top five priorities. Working collaboratively with the client, Ankura led the design, set-up and staffing of a strategic management office to drive action and results based on the previously determined vision and priorities. The governance model that emerged impacted 70% of operational staff and facilitated business growth.

Driving Exceptional Growth with Prioritization and Focus

Ankura partnered with a leading game developer, manufacturer, and distributor to create an effective structure and process for making data-driven decisions, prioritizing opportunities, and executing accelerated value creation in order to maintain the company's fast pace and maximize growth potential. Ankura worked closely with the leadership team to create alignment, establish an effective governance structure, prioritize growth strategies and develop actionable execution plans for these strategies. At the same time, Ankura collaborated with the company to develop a branded strategy campaign to cascade strategic priorities throughout the organization. The company exceeded its growth goals in the first 12 months of partnering, leading to the sale of the company for \$1.3 billion.

ABOUT US

Ankura is a business advisory and expert services firm defined by *HOW* we solve challenges. Whether a client is facing an immediate business challenge, trying to increase the value of their company or protect against future risks, Ankura designs, develops, and executes tailored solutions by assembling the right combination of expertise. We build on this experience with every case, client, and situation, collaborating to create innovative, customized solutions, and strategies designed for today's ever-changing business environment. This gives our clients unparalleled insight and experience across a wide range of economic, governance, and regulatory challenges. At Ankura, we know that **collaboration drives results.**

ANKURA STRATEGY & PERFORMANCE PRACTICE

Ankura's strategy & performance team partners with the leaders of Fortune 500 and private equity firms across industries to deliver transformational change. With deep expertise leading strategy through execution, Ankura serves as a catalyst to jumpstart momentum, build capacity, and accelerate value creation. We work with clients to address their most critical challenges across a broad spectrum of organizational inflection points utilizing a unique blend of business, financial, and technical skills; cross-functional experience; and subject-matter expertise. Our bias toward action, data-driven recommendations, and our unique people-centric approach builds alignment and commitment, drives momentum, and ensures sustained results. To learn more, please [click here](#).

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