

We made it
easier for them
to run their
business.

- before -



- after -



This is how.



Pétanque International
Clearly Better

Case Study

Concept Development for a Consultancy

 Visual Strategy

The client had in-depth knowledge of a specialized consulting area and wanted to re-purpose it to serve a different market. What it would entail and how to go about it was not clear though. The request was to turn a vague concept into a plan for a viable business to test whether there was any merit in pursuing the concept.

The Story



"I have a service in mind that currently focuses only on the corporate sector. I would like to bring this service into the public sector and become a consultant in it.

I also want to package this service so that I could transfer my knowledge and deploy a team of consultants to work with me."

Our Briefing

In 2 six-hour sessions we used Visual Strategy to create a Business Destination Map™ which guided us to evaluate and define the concept of the business to ensure feasibility. This included financial plans, marketing strategies and operational capacity plans that would deliver the defined goals. Measurable milestones and action plans for the next quarter, the next 6 months and the next 9 months ensured that progress management was built into the plan.

How Long Did It Take?



6 Hours of Online Workshops

What We Did

Who Was Involved?

Founder
Strategy Specialist



The Resulting Visual Strategy Map





Taking vague, undefined thoughts and ideas and translating them into practical steps that were scheduled into a calendar for implementation. The client moved **from** having a **fuzzy concept to** having a **clearly defined, actionable plan** that inspired.

"This was magical! Deep down I knew I was an entrepreneur. Without the BDM workshop I would have stayed confused, but it confirmed that I can be the entrepreneur that I have been waiting for."

Together we created a comprehensive action plan with success indicators to inspire and keep her on track.

This was captured in a visual storyboard-style map that could be fixed to a wall, serving as both a daily reminder and a performance tracker for her.

The Outcome

The Result Achieved

Where are you at the moment?

- unclear on how to bring a business concept to life
- vague on the steps needed to launch a business idea
- uncertain about resource needs for a business development
- not confident about your business processes
- in need of a clear way to communicate your funding needs with investors
- low on key performance indicators and accountable
- struggling to articulate your business plan in a clear and concise way

Tel + 27 21 974 6197

info@petanque-c.com

www.petanque-c.com



Give Us A Call

Business can be complex.

Which could mean delays, resistance and lost opportunities as you sift through the complexity to get clear direction on how to reach your goals.

Our company uses award-winning visual tools and proven facilitating techniques to map out your strategies, processes and projects to save time, give focus and get your team on board.



Pétanque International

Clearly Better