Unlock client growth by mastering the removal of shared oversights

Common Blind Spots Holding Businesses Back

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Journey Strategic Platform

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Our research finds these blindspots to
be the most common and painful during
the evaluation process:

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Lack of Behavioral Data

Without Cultural and Operational Data, organizations are forced to evaluate the past, not the present.

When it comes to assessing a business, one of the first efforts is understanding the teams at play: making room for nuance, uncovering bias, and identifying key outliers - good or bad. Personality tests, annual reviews, and the presence of Human Resources are common efforts made by an organization to best support their employees, but they do not provide behavioral data.

None of these processes offer insight into why colleagues make the decisions they do, how one views the business as a whole, or if the current staff has the necessary capacity to help projects scale; By accessing behavioral data early on in the engagement, you can replace time consuming, siloed lunch meetings and gain the full suite of data needed to conduct an informed evaluation.

Use the Business Identity Assessment to gather behavioral data.

Inaccurate Predictions

Businesses use KPI's, OKR's, and other historical metrics to inform their strategic plans, but fall short in being able to prove which strategies drive the greatest impact.

C-Suite executives need confidence in their ability to create sustainable change within an organization. Give leadership a way to effectively compare strategies based on impact to:

- Profit
- Quality
- Speed
- Difficulty
- Risk
- Cost

By taking a company's team, processes, and strategic priorities into consideration, you are able to deliver true, 360 degree visibility into the business.

Accurate business-level metrics is a baseline requirement when evaluating the health of a business, but relying solely on lagging metrics does not provide clarity on how an attempt to change them would effect the business.

The Business 360 delivers visibility into which strategies are best suited for the company's immediate needs.
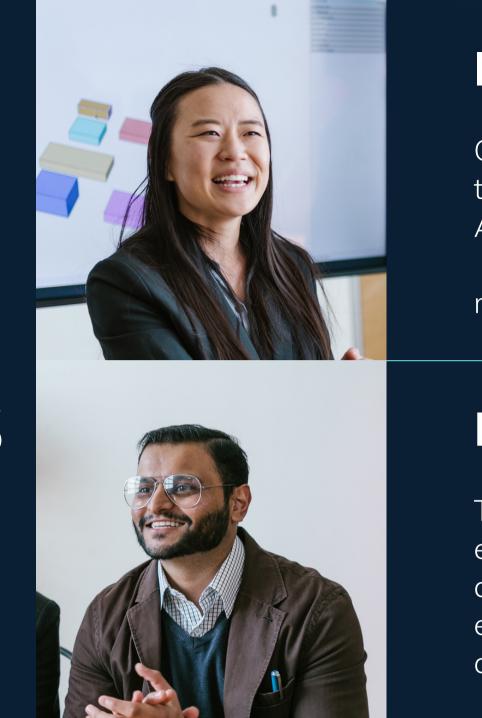
Limited Access to Leadership

Misalignment within teams create significant gaps that need to be closed.

Our alignment maps illustrate these gaps directly.

It's all about timing

Getting the right person in the room at the right time is half the battle. By using the Identity Assessment virtually, you gain insight into how each leader views the business without losing relational nuance.

Decision makers hold the key

The ability to understand a client and illustrate your expertise for the powers that be is the difference in a prospect and a long-term engagement. Generate engaging reports from the client's own data to amplify your expertise.

Trust is difficult to earn

It is proven that leadership prefers third party involvement during the evaluation process. They trust data science even more. Protect the relational equity at stake by turning gut feeling into fact.

Inconsistent Goal Setting

Consistent goal setting processes and procedures across departments unlocks the ability to demonstrate impact.

The **inability** to prove **cause and effect** of strategic implementations is one of the most **painful** aspects within a business.

Board members need clarity over resource allocation, Leadership is looking to make sure their teams are equipped to scale, and Management is constantly pulling levers until something sticks.

Provide organizations the ability to **accurately** track, manage, and alter strategies **across teams** within each facet of their business.

- Understand decision making before it's enacted
- Document implementations from the onset
- Have a system in place to compare impact over time

Strategy Builder was built to input and manage strategic implementations.