



## Organisational Alignment for Innovation

Losing money due to internal misalignment and lack of strategic focus? You are not alone. 70% of organisations say they fail to implement change due to lack of strategic alignment. Given the complexity of operating in today's markets, any organisation seeking to transform itself needs to embrace cultural change and innovative thinking.

Change is never easy. That's why we work together with you to harness core insights and sharpen the strategic focus your organisation needs to reach its full potential. Using our inside-out approach, securing buy-in from various teams become much easier, making business success more sustainable.

### Overview

The Consulus PurposeCORE™ programme is designed to help companies identify their unique purpose, nurture conditions for business innovation, and foster a strong collaborative culture. Our deep insights and approach towards complex organisational issues allow us to reconcile differences and build unity within the company's leadership, thus giving greater clarity to its strategic intent.

Organisations that have successfully completed the PurposeCORE™ programme have reported several improvements\* in their business:



**34% increase in revenue**  
within 3-4 years of programme completion and change implementation.



**Increase in staff engagement from 60% to 80%**  
leading to heightened productivity and reduced redundancies.



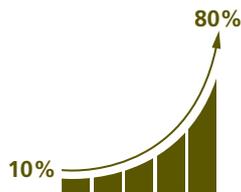
**Reduction in middle management turnover**  
with an increase in average employment period from 9 months to 3.5 years in B2B clients.

\*Reported figures are averaged out from 2004 to 2012.

### Why choose Consulus?



Consulus has influenced \$4.8 billion client revenue, implementing change across 18 cities in the past decade.



We increase staff ownership level of company direction from as low as 10% prior to the exercise to at least 80% during our PurposeCORE™ implementation.



Integration of business and design in Consulus, ensuring solutions that will have an impact in business.

### AT A GLANCE

- Holistic business review, with recommendations on your business model and future opportunities.
- Strategic workshop with key management for leadership alignment.
- Proposed strategic roadmap, based on renewed strategic focus.
- Proposed visual identity, based on clarified business purpose.

### RELATED SERVICES

You may also be interested in:

- Business Model Review & Transformation
- Leadership Ascension Programme

### Introducing CastleUp™

A mobile-ready social network for companies to help them increase collaboration and capture innovative ideas.



### PurposeCORE™ Video

Find out how our purpose-led approach has helped an ageing company rebrand to take on the latest challenges in their industry.



## Case Studies



Diversified Engineering Group, family-owned and operating in 6 countries.  
[www.cyclect.com.sg](http://www.cyclect.com.sg)

Overall Winner Award - SPBA 2013 Heritage Brand  
 Awarded Business Superbrands Status in 2012  
 Winner of Enterprise 50 Award 2009 and 2010



### Business Design

Simplified the Group's services into specific packages to provide a stronger business proposition and facilitate cross-selling, thus increasing Group revenue.

### Organisational Development

Worked with top management to review Group strategy and direction and improve internal communications.

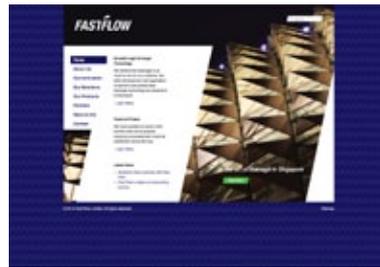
### Brand Experience

Unified brand identities of subsidiaries within the Group for stronger visual linkage.

[Read full case study online](#)



Leading Roof Drainage Specialist in Asia, entrepreneurship-led and operating in 6 countries.  
[www.fastflowgroup.com](http://www.fastflowgroup.com)



### Business Design

Developed new certification process and product lines which increased revenue and profit margins.

### Organisational Development

Restructured and systemised the Group, rebuilt departments to secure higher compliances across overseas offices.

### Brand Experience

Improved business credibility by shifting perception of firm from contractor to specialist consultant.

[Read full case study online](#)



Southeast Asia's leading wholesaler and manufacturer of sports fishing equipment.  
[www.surecatchworld.com](http://www.surecatchworld.com)



### Business Design

Strengthened business model and diversified revenue streams, by developing new consumer and retail brand experiences.

### Organisational Development

Worked with top management to clearly define company strategy and developed a way to incorporate values in the company culture.

### Brand Experience

Aligned product and corporate brand identities according to new business strategic direction.

[Read full case study online](#)

“The ConsulUS consultants were able to help us grasp the meaning of our work. The purpose statement deepens the understanding of what we truly bring to the industry as innovators.”

**Colin Thoms**  
*Managing Director, Fast Flow Group*

## Package Details

	Strategic Review	Strategic Review & Basic Implementation	Strategic Review & Full Implementation
<b>Business Review</b>	√	√	√
<b>Recommendations:</b>			
• Business Model	√	√	√
• Opportunities			
<b>Strategic Workshop</b> <i>with key management to present insights and recommendations, and prioritise objectives and initiatives</i>	√ 1/2 day	√ 1 day	√ 2 days
<b>Strategic Roadmap</b>	√	√	√
<b>Visual Identity</b>	√	√	√
<b>Implementation of Brand Experience</b>	-	<ul style="list-style-type: none"> <li>• Print collaterals</li> <li>• Digital communications</li> </ul>	<ul style="list-style-type: none"> <li>• Print collaterals</li> <li>• Digital communications</li> <li>• Customised website</li> </ul>
<b>Internal Roll Out</b>	<ul style="list-style-type: none"> <li>• Use of ConsulUS internal collaboration mobile system CastleUp™ to create employee buy-in of new identity.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff Alignment Training</li> <li>• Internal Launch Programme</li> <li>• Use of ConsulUS internal collaboration mobile system CastleUp™ to foster unique culture and increase collaboration.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff Alignment Training</li> <li>• Internal Launch Programme</li> <li>• Internal Team Capability Development</li> <li>• Strategy Execution Support</li> <li>• Use of ConsulUS internal collaboration mobile system CastleUp™ to foster unique culture and increase collaboration.</li> </ul>

## About Consulus

### Business Design | Organisational Development | Brand Experience

Consulus is an innovation consultancy with business management and multi-disciplinary design capabilities. From spaces to products, we have operational experience in 18 cities from New York to Singapore. Our clients range from billion dollar companies, emerging enterprises to public institutions.



## Contact Us

Talk to us to learn how we can help your organisation.

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Begin your journey to shape the world. Visit us online at [www.consulus.com](http://www.consulus.com), call us at +65 6293 9495 or email us at [info@consulusgroup.com](mailto:info@consulusgroup.com) to start the conversation.