

Bring your future closer!



Added value of collaboration with Strategy Unit
07/2021



What sets Strategy Unit apart ?

Most people overestimate what they can do in one year and underestimate what they can do in ten years – Bill Gates

The world is changing fast. You probably also notice this in your direct environment and in the challenges that you or your organisation are facing. It is good that you are aware of this challenging future. It would, however, be great to bring that future closer. Realising the future!

It is our conviction that many organisations can increase their added value if they invest more in the execution of their future strategy.

Complex issues require deliberate attention, solid context awareness, steady course determination and an energetic approach to follow them. Strategy Unit supports you in this process by offering our combined services consisting of:

- Sharp analysis (shaping your compass)
- Inspiring solutions (guiding ambitions)
- Execution with impact (advancing results)

Strategy Unit helps you to determine a plain direction by means of a clear analysis. We consider our service and contributions a success if we have proven to be able to improve your organisational capacity, the speed of decision-making, accelerate your performance and reach.

We believe in the combination of advice and realisation. In order to achieve this, we bring along our commitment, enthusiasm, knowledge and networks. However, the personal contact you have with us probably is even more important. Just like the dedication that you can expect from us when it comes to solving your problem.



Our location:
Lichttoren 32
Eindhoven
The Netherlands
(Igluu)



Shaping your compass

Better to be right about the trend and wrong about the implementation, than the other way around
– Aaron Levie

SHARP ANALYSIS & POSITIONING

Strategy Unit maps your customer and stakeholder environment and marks your position in relation to relevant trends. Shaping your compass.

This allows you to respond well and anticipate expected and unexpected changes that come to you. You know in which environment you have to move and how to get there. In this way you optimally benefit from the knowledge and expertise in the ecosystem.

Strategy Unit provides overview by sound analyses:

- sharp review of your issue and stakeholders environment
- clear analysis and enhanced awareness of relevant context
- defining possible future strategies
- enhanced awareness of relevant context
- evidence pyramid under new value proposition
- compass for strategic positioning

Our working method: professional and targeted analysis; use of proven instruments and methods; short lead-time to analytical results; practical handles for enhancing your environmental orientation.



Guiding ambitions

The key is in not spending time, but in investing it

– Stephen Covey

INSPIRING SOLUTIONS

Strategy Unit sharpens your planning and decision making and makes it more effective. Setting course. Within your company or organisation there are numerous ambitions. Something which is completely in the spirit of our age! Objectives, interests and values each get their further detailing and effective application. In making decisions these definitions are leading.

Strategic priorities are clear. Your organisation acts upon what is important and urgent. With a steady pace of change and a culture to participate. There is a process of collective learning to realise what is needed to be a frontrunner. Decisions are driven by this.

Strategy Unit provides insight with inspiring advice:

- convincing and distinctive future strategy
- clear positioning with a sound factual basis
- long term vision and scenario planning
- project portfolio that meets tomorrow's challenges
- successful public-private collaboration

Our working method: focus on decision making; targeted interaction; no blueprints or preprinted templates, we believe in customisation - unique issues deserve unique solutions; substantial understanding of your situation and challenges are the basis for our advice.



Advancing results

Strategy is not the consequence of planning, but the
opposite: its starting point
– Henry Mintzberg

EXECUTION WITH IMPACT

Strategy Unit accelerates execution of the most important strategic goals. Your organisation is well-positioned to meet its major challenges. Energy and actions are directed forward. Knowledge and competences in the network are used in a smart way. To be future ready.

Making sharp analysis and giving inspiring advice, in the end, serves a higher goal: achieving impactful results. Results that motivate you to pursue in the direction you have chosen. Depending on feedback that you have received and/or opportunities that occur, you adjust the level of ambition. Ready for the future.

Strategy Unit provides prospect of impactful execution:

- shaping new alliances and winning consortia
- implementation of roadmap, bidbook or action plan
- scalable results; leverage on investments
- developing innovation ecosystems
- strengthening strategic adaptability

Our workingmethod: qualifying for pole position (quarter master); successful start with execution; implement with end goals/outcomes in mind; long-lasting commitment and motivation to improve permanent results.

Interested in our approach?

If you don't have a strategy, you are part of someone else's strategy – Alwin Toffler

We are committed to work for organisations that are active in a broad spectrum of domains. Both companies and (semi-) government organisations find their strategic partner in Strategy Unit.

We deliver a sharp analysis, inspiring solutions plus impactful execution. That's what it's about. We bring the future closer!

We prefer to bundle our strategic competencies in a team, together with those of the client. In this way, Strategy Unit combines the disciplines that are needed to achieve the result you desire, within and outside your organisation.

Content is central to us. Our personal relationship. The value we add for your organisation. The speed with which we achieve results. The dedication you can expect from us when it comes to solving your problem. This is where we make the difference.

Please contact us if you have any inquiries related to our services, clientbase and working methods? We would love to hear your opinion or challenge!

Strategy Unit B.V.

Edgar van Leest
Tel. +31 (0)6 2324 0039
edgar@strategyunit.nl

Bezoekadres:
Lichttoren 32 (Igluu)
5611 BJ Eindhoven
KvK nummer: 694.03.031





**Shaping your
compass**

**Guiding
ambitions**

**Advancing
results**

