



Developing a Customer-Driven Delivery Strategy

Dawson Consulting Utilise 5 Key Principles in Designing New Strategic Delivery Models

- We focus on the customer (creating organisations and systems to deliver on customer outcomes)
- We challenge the strategic conventions
- We move with speed (time to results)
- We define the value tightly
- We include the organisation in the design process

We work Collaboratively to Develop and Implement Leading Edge Customer Driven Strategies

Develop —————→ *Implement*

Where do we want to go?

- Foresight
- Customers and desired outcomes
- Strategic Opportunities and Value
- eStrategy

What is the best way to get there?

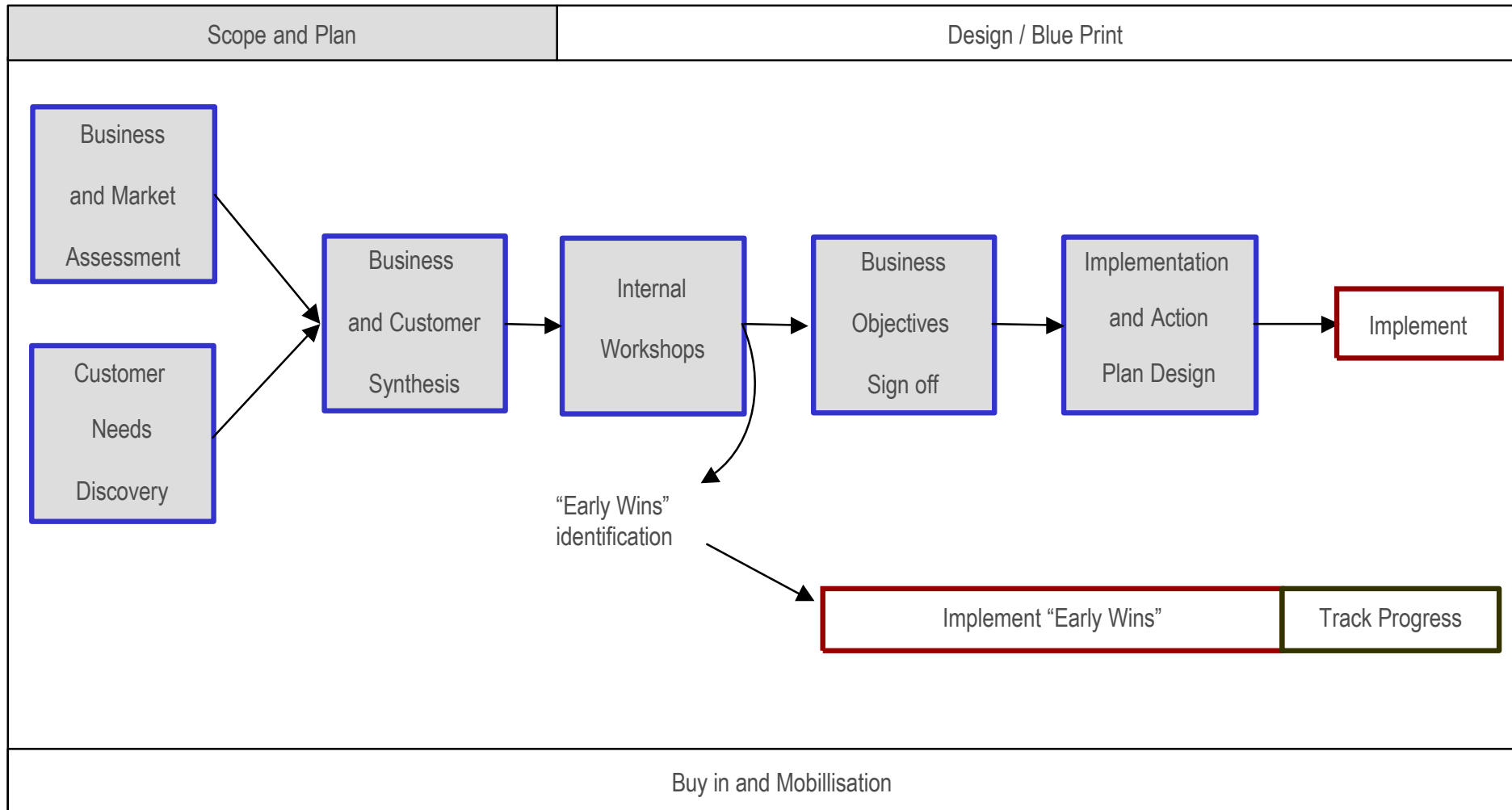
- Channels to market
- Products systems
- Skills and Structure
- Network relationships
- Supply Chain
- eEngineering

How quickly can we get there?

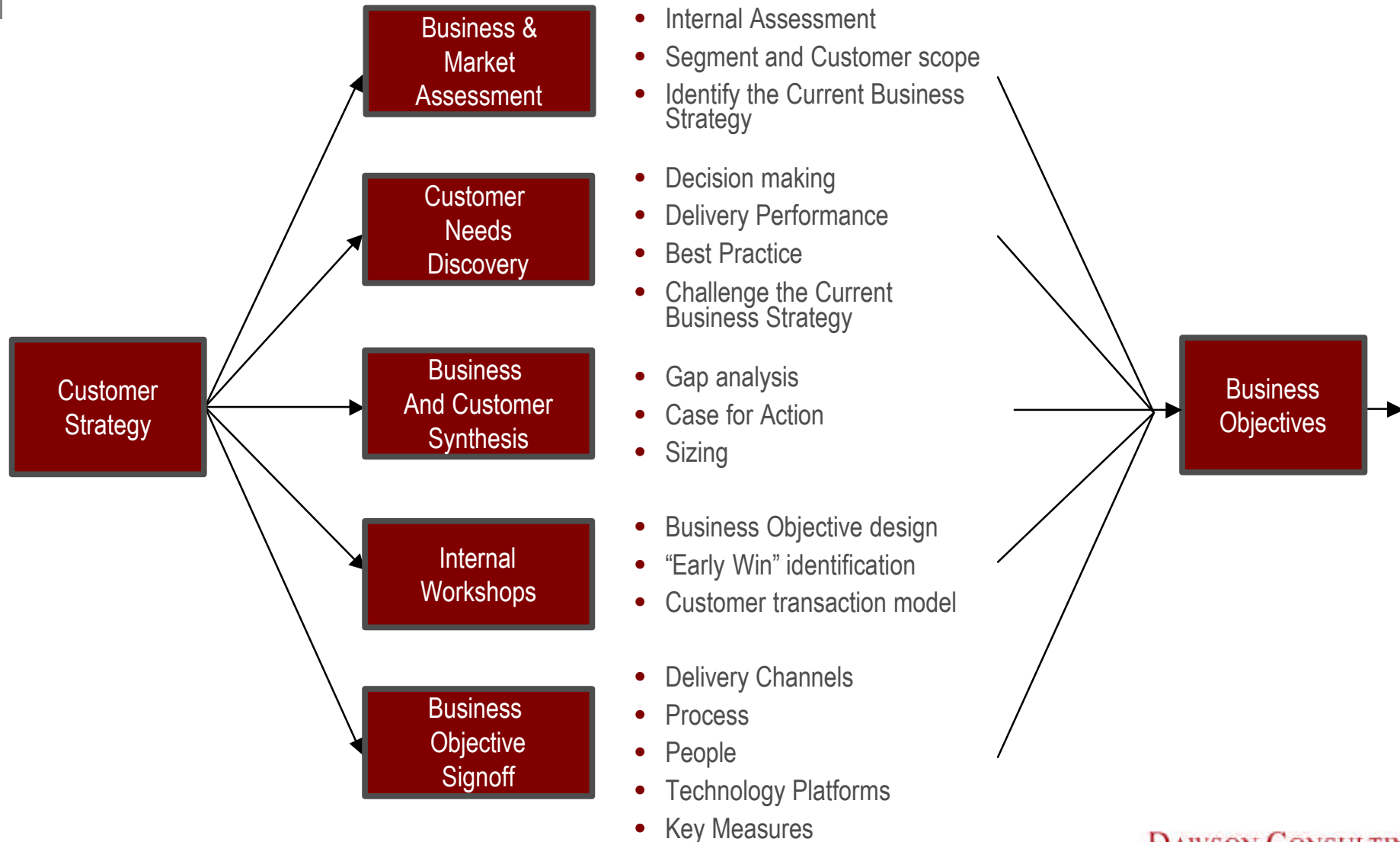
- Implementation and Action Plans
- Project Management
- Development capability

The average length of a Dawson Consulting engagement is 4 months

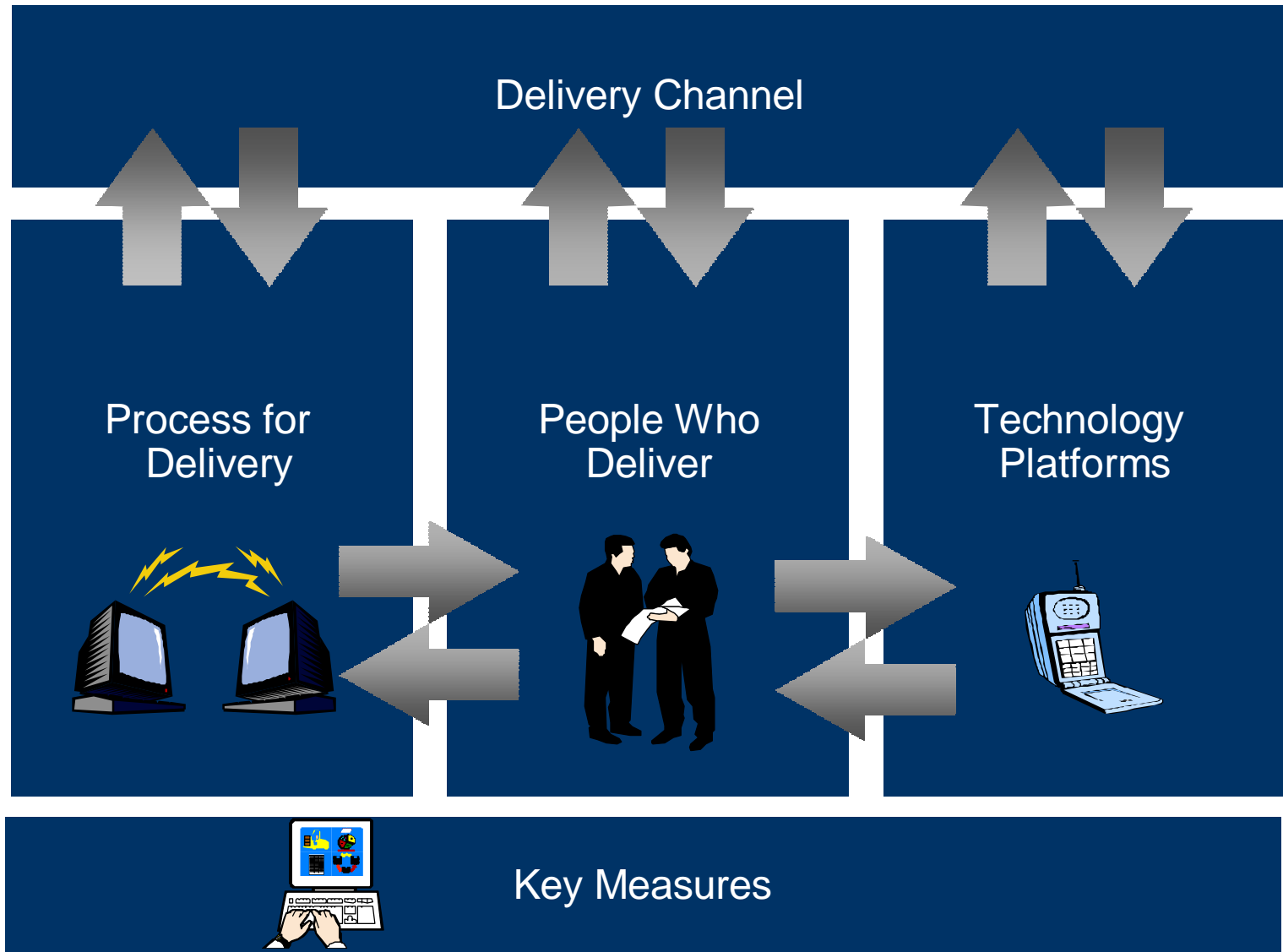
As a result, we offer an approach that is 'Build for Speed' and will deliver the stated objectives



Clear Business Objectives are Established to Ensure the New Delivery Model is Designed Within a Strategic Framework

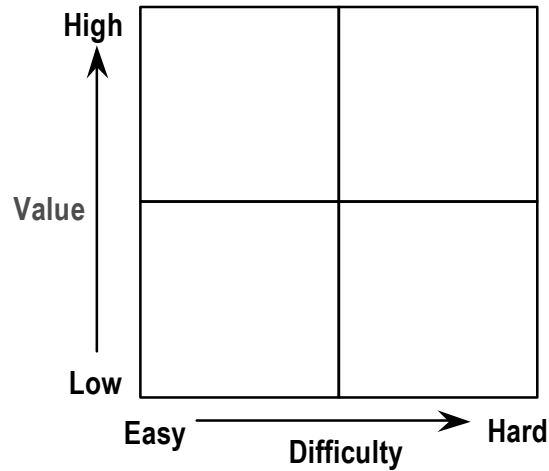


Establishing the Business Objectives Allows us to Design Specific Implementation and Action Plans

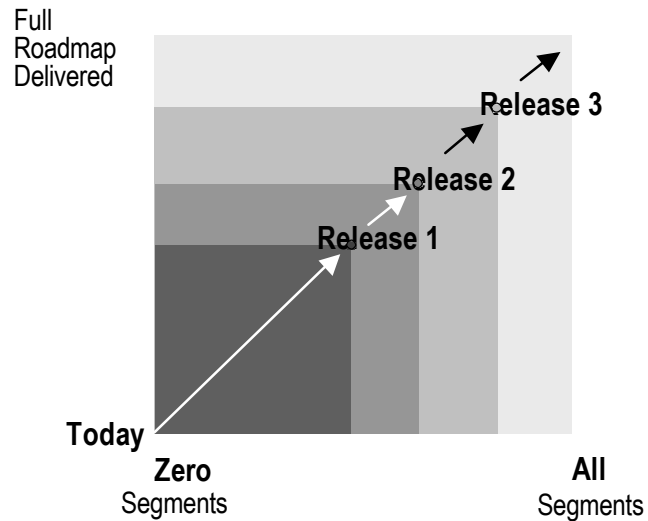


Runs on the Board is Pivotal in Creating Organisational Change, so we Prioritise Initiatives for Implementation

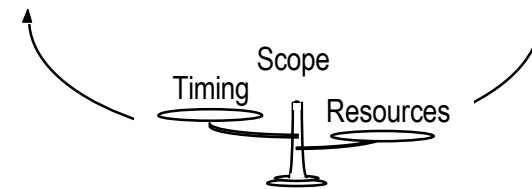
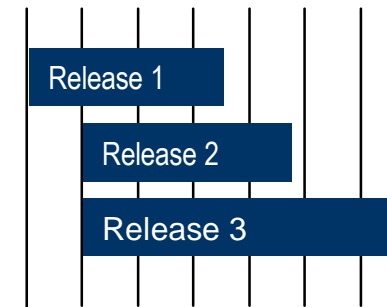
Prioritize



Group



Plan



Allowing us to Capture Results as Early as Possible

