

SPIRE

The Strategist, Wins

A playbook to excel in a digital-first world

What We Do

Spire is a global strategy & technology advisory firm.

We have developed a proprietary playbook that enables leadership teams to extract more value from existing or new technologies.

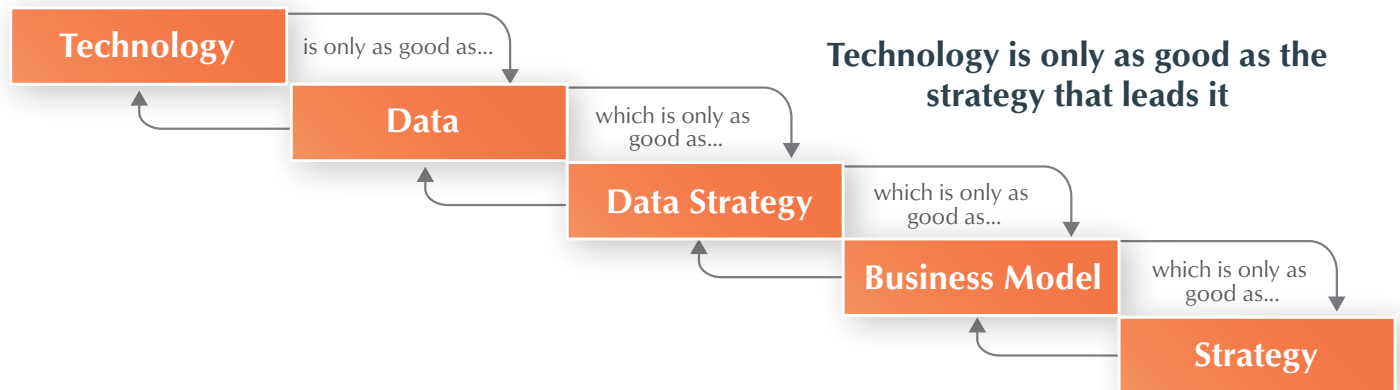
The playbook can be used to execute complex digital transformation projects or to build superior strategic positions through the application of advanced digital technologies

In Industry 4.0, the winners will be those that can connect technology to strategy

In Industry 4.0, the value of a new technology to a business is not adopting that technology; it's about how technology can transform the business and how technology can enable a company's true point of differentiation: its strategy.

In this context, the 3 biggest challenges for enterprise leaders are:

- Investing in technologies that can truly deliver on strategy
- Ensuring large ticket investments in technology can integrate into the organisation
- Knowing which of the array of latest advanced digital technologies can add business value



What Sets Our Playbook Apart

- Applies a 'Strategy-First' Approach
- Assesses the interdependence of strategy, organisation and technology through a uniquely holistic methodology
- Diagnoses strengths and weaknesses in strategy, organisation and technology, providing the intelligence to act
- Acts like a GPS system for digital transformation projects, providing a location status and a path on how to complete the project

	Traditional/Technology-First Approach	Strategy-First Approach
Technology	Existing technology is matched to industry standards and competitive benchmarks	Ideal technology is sourced, guided by organisation's capability to absorb and capitalise on that new technology
Organisation	Expensive technologies are purchased that may not integrate with existing systems and structures	Existing processes and specific skill-sets of people are assessed first; technology is subsequently procured or implemented to fit the organisation
Strategy	Technology often works in isolation to existing strategic objectives	Technology can be directly traced to the execution of strategic objectives

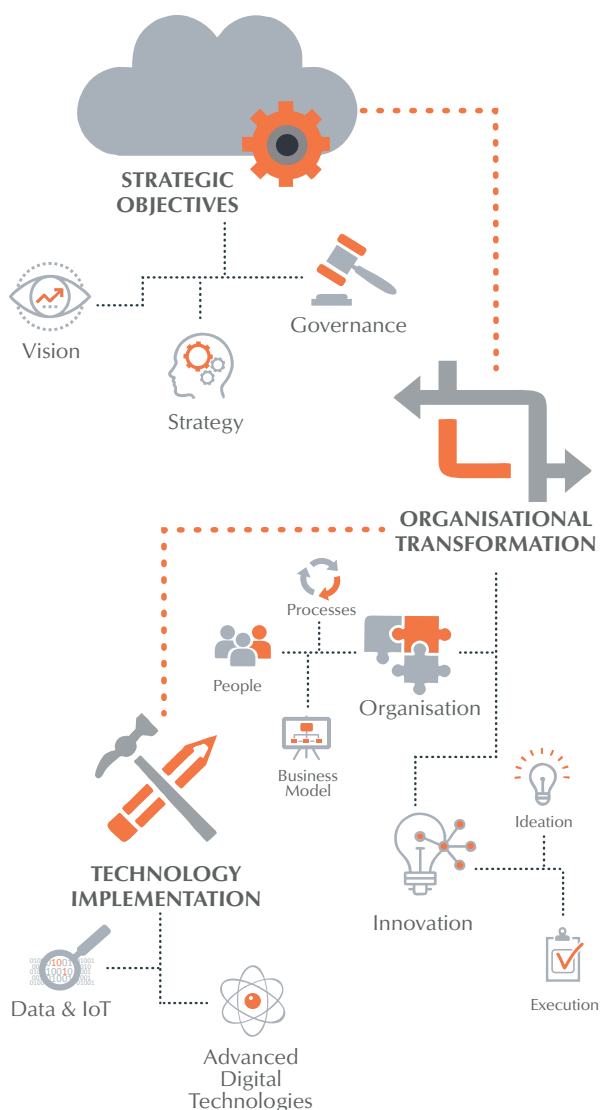
Introducing the playbook:

A methodology that guides the journey from strategy to the application of technologies and analyses every point of the transformation value chain

The playbook works by answering up to 100 questions across the transformation value chain to measure competencies against stated strategic objectives. The methodology has been co-developed with ETH (Swiss Federal Institute of Technology) in Zurich, and results in a comprehensive evaluation of strengths and weaknesses, and provides the intelligence to make better decisions about how technology can drive your strategy and business model.

The Transformation Value Chain

A uniquely holistic approach assesses the qualities and interdependence of all key functions of your firm, enabling digital leadership



When the playbook should be applied: Assessing the four stages of digital transformation

<p>Those who know the destination</p> <p>Leadership has clearly defined strategic objectives → Playbook is ideal to understand which technologies can better enable the strategy and execute the business model</p>	<p>Those who can articulate attributes of the destination</p> <p>Company is digitally and technologically proficient → Playbook may not be required – strategy consulting services could be more optimal</p>
<p>Those who see others travelling to the destination</p> <p>Leadership knows it must act → Playbook could be useful to understand the constellation of strategy, organisation and technology, but a prior assessment phase may be required</p>	<p>Those who know they are embarking on a journey</p> <p>Leadership understands it must digitise or digitally transform → Playbook is ideal to understand how technology can link to strategy and successfully integrate into the organisation</p>

- Output: Digital Transformation Assessment**

An advisory report outlining a strategic roadmap to attain digital mastery, based on existing strengths and weaknesses in strategy, organisation and technology.
- Requirement**

A minimally intrusive assessment, including questionnaire + 1-day on-site presence
- Optional Follow-on Steps**

Advisory and Technology Execution based on identified issues and opportunities as outlined in the Phase I Report

For more information please contact:

Matthew Hoffer Craig
Managing Partner
 matthew@spire-strategy.com

Rebecca Bachmann
Chief Strategy & Technology Officer
 rebecca@spire-strategy.com