



## Why NorthpointGOLD?

In late 2018, Northpoint conducted listening sessions with our clients' executives. They suggested that Northpoint should consider providing ongoing business strategy support plans in addition to our consulting projects. They felt that Northpoint design a modestly-priced program to support planned and unplanned activities throughout the business year. Our clients appreciate our objective and "agenda-less" insights and felt they needed uninterrupted access to our team.

## Why do executives need business strategy support in addition to work that members of their leadership team do?

Executives in our focus group cited several reasons for adding an Executive Consultant to their leadership team:

- Engaging business strategy consultants provides a steady stream of outsider perspective in order to counter "group think".
- Northpoint's deep experience complements the senior team and our extensive consulting toolset increases their leadership team's productivity.
- The pace of business today requires agility, solid decisions, and objective feedback.
- There is a need for growth strategy consultants who bring the kind of integrity and credibility that Auditors bring to the CFO.
- Executives prefer working with nimble, focused advisors who present high impact ideas.

## How does NorthpointGOLD continue to deliver value over the long term?

Our contacts with you under NorthpointGOLD are periodic. The rest of the time we are engaged in work with other clients. We also contribute to professional publications, conferences, and professional associations. In our NorthpointGOLD engagements with you, we bring back our learning and best practices for strategy, growth, innovation, channels, and M&A.

## What will my NorthpointGOLD team look like?

After our initial immersion and discovery, goal setting, and program design, Northpoint will assign a dedicated team to your company. Typically, the team will consist of an executive consultant, a business analyst, a market intelligence analyst. Their work is task and need driven. We may bring in industry subject matter experts to ensure you have access to the best available support and expertise.

## What if we already have consultants?

We understand you may have existing relationships with consultants that have provided project work. NorthpointGOLD is a specialized service which most consultants don't offer. The services provided by NorthpointGOLD are complementary to those you receive from other consultants and even your board of directors. Northpoint has been successful teaming with other consultants and boards of directors in other engagements.

## How do executives justify the investment?

Executives in the focus group cited better decision making as warranting the investment in a long-term consulting relationship:

- Increased decision effectiveness. Detailed consumer, market, industry, and competitive research provides more complete input to strategic decisions, resulting in less uncertainty, faster decisions, and more favorable outcomes.
- Better decision-making frameworks. Northpoint brings time-tested frameworks as well as the latest techniques and adapts them to each client's situation.
- Access to expertise. Northpoint has participated in leading business strategy think tanks and has access to hundreds of subject matter experts and opinion leaders.
- Increased confidence. Northpoint clients say that our calm, diligent, clear approach makes them more confident in the decisions they make.
- Increased Focus. Executive consultants provide additional leadership bandwidth for strategic initiatives and can help avoid overloading the leadership team with change and help avoid distracting them from daily priorities.

## Who do you typically engage with?

We can support a single senior executive like the CEO, a division President, or a General Manager and their team of direct reports. We can report directly to that executive, or work in collaboration with their direct reports. Occasionally if required we can work off radar separately from the rest of the leadership team.

## What have you learned from support leaders and senior teams?

Executives expect us to deliver rigorous detailed information. They require simple, clear, and logical insights that are well organized.

## Why is outside advice so important?

In our experience, many organizations are susceptible to an over reliance on tribal knowledge that can skew decisions and expectations. Research and experience have shown that executives overcommit to leaning on themselves and their management teams when making strategic decisions. External advisory and insight help avoid biases and blind spots. A recent study found that over 70% of strategic initiative failures were attributed to misdiagnosis; they were trying to solve the wrong problem. Such findings reinforce the need for effective and objective external advice to support strategic decisions and investments.



Someone is always going to assess your strengths and vulnerabilities; it would be best if it was Northpoint and not your competition. Build your ideal **NorthpointGOLD** program today, call **833-GROWREV (833.476.9738)** or email us at **info@northpointadvisors.com**.

**NORTHPOINT**  
BUSINESS ADVISORS

Better Decisions. More Growth.

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