



# STRATECHIA

**There's no business like your business.  
We help you grow it that way.**

*Stratechia is a new kind of strategy firm that helps your team work from the inside out to balance and blend the right dose of existing, emerging and experimental approaches to create the best paths forward. All of our services share a common element: unique engagements custom-tailored to fit your culture and challenge.*

## **PURPOSE**

We exist to help our clients profitably grow to market leadership by catalyzing and coaching the internal creativity and capabilities that often lie dormant, hidden, or even locked away.

## **FOCUS**

We aim our blend of strategic and creative services toward our passion: technology-oriented businesses, including the automotive, advertising, biologic, digital, financial, medical, and mobile technology spaces.

## **DIFFERENTIATION**

Unlike traditional strategy consulting firms that sell you back your own ideas derived and repackaged from a long, drawn-out interview process, we facilitate your best thinking real-time from the inside out in workshops using our proprietary Framestorm™ method, typically in one-tenth the time and at one-fourth the cost.

## **CAPABILITIES**

Gone are the halcyon days of in-depth analysis and three-year plans. The pace of change today renders traditional approaches to strategy and innovation irrelevant. Our nearly century of combined experience in traditional advisory spaces gives rise to a unique hybrid blend of strategic, creative, and information expertise.

Our clients benefit from the best of several worlds.

## **PRINCIPLES**

**Elegance rules** — maximum effect with minimum means

**Choices, not plans** — strategy is about making choices, especially what *not* to do

**Frame first** — difficult challenges demand intelligent framing

**Test everything** — every great idea is but a hypothesis when first conceived

## **SERVICES**

Strategy Development

Strategy Alignment

Customer Experience

Innovation Management

Lean Operations

Go-to-Market

Training

Events

Insights

## **LEADERSHIP**

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## **SELECT CLIENTS**

Amgen  
Amazon Web Services  
ADP  
Altria  
AonHewitt  
AppNexus  
Bank of America  
Brown-Forman  
Cognizant  
Compass Group  
Edmunds  
Entertainment Partners  
Fidelity  
Headspace  
Homeboy Industries  
Intuit  
J.D. Power  
LAPD  
Lexus  
Line6  
Mahindra Group  
Mars  
REM Eyewear  
Southeast Toyota  
SONOS  
Stryker  
Tata Motors  
Toyota  
Wells Fargo  
Xerox  
Zespri

## **OFFICES**

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