

# ENGINE90

**Engine90** is a bold, next generation consulting model, bringing together real people with real world experience, around a dynamic engagement platform. All at a fixed cost, and fixed time frame. We call it **anti-consulting**.

Successful corporations have learned to move fast, iterate faster, and evolve as conditions shift. Balancing the art of staying **focused**, with the science of escaping the gravitational pull of the past, is a very fine line for a leadership team to maneuver. It is even more difficult when the line keeps moving.

Real growth is the result a strategy that is directly linked to actions that engage everyone within the organization, aligns them around a **common core** set of actions, and delivers noticeable and measurable gains. External resources are often called upon to help the leadership team. That is the problem to be solved.

## CURRENT EXTERNAL REALITIES

**The major global consulting firms are out of reach for SMEs.** These firms are both costly, and time consuming. Like a freight train, they take time to gain momentum, and are difficult to stop on short notice. They become a gravity force of their own.

Medium size consulting firms generally carry a pre-determined solution, often around IT, supply chain, etc. If a company has Oracle as enterprise software, then SAP is the solution, and vice-a-versa. There is no real resultant growth, just incremental improvement.

The third option is the learning and organizational development companies. They offer tools and training programs that refresh leadership thinking by teaching current management trends and ideas. Again, they are necessary yet often provide only incremental improvement.

All carry with them a similar framework. They are populated by professional MBAs, with vast experience in KPIs, MBOs, OKIs, etc. They can provide programmatic metrics from which to measure results, yet do not provide a set of actionable items, to be implemented and acted upon by next Tuesday.

## CURRENT INTERNAL REALITIES

Teams don't deliver an executed strategy. **Teams move their piece of the company forward.** It's the sum total of all those meetings, spread sheets, conference calls, metrics, market planning sessions, and operational scrums that ultimately define your company. And they will collectively either destroy market potential, or create enduring value.

Capturing and integrating these many pieces that drive profitable growth inherent in strong companies is no easy task. We've all experienced those strategy rollouts that create great excitement the first 90 days, and are forgotten within a few months, and ultimately fail to achieve desired new business growth.

## ENGINE90

**Engine90 is a fast, easy and innovative approach** to helping companies connect strategy to execution in a highly collaborative, cost-effective and global manner. Through harnessing the power of open source tools as Appreciative Inquiry and Design Thinking, companies are able to gain a clear, cross-functional view of what needs to happen to identify disruptive growth potential, achieve organizational alignment and drive EBITDA.

Intentionally designed as an anti-consulting approach, Engine90 is able to achieve real time operational clarity, alignment and momentum in a way that creates shared understanding and commitment among the leadership team, rather than the disruption and polarization that can result from traditional consulting approaches.

Using the Appreciative Inquiry methodology, coupled with a dynamic 9Element graphical interface, Engine90 is able to collaboratively build an action plan that includes activities for every single department within a company. All of this is achieved in just 90 days and for a fixed cost of €90K. This radical speed and cost effectiveness ensures that the learnings are able to be surfaced and applied at the speed of business and in a way that actually solves problems as they present themselves.

## PROOF OF CONCEPT

Imagine your company has a listed valuation of \$250mm with \$50 mm cash in the bank. You have three business that are all strong, one in hand bags, one in

slippers for the house, one in shoe inserts. All very profitable. Operationally beyond perfect, investors love the company. What's wrong?

'We missed the ballerina flat trend'. 'We missed the backpack trend'. 'We are missing trends because we became focused on operations and couldn't see elsewhere'. It was a matter of time till it hit the bottom line.

In 90 days... create the plan to hire strength from a competitor that puts wheels on luggage. Invest in new consumer research. Stop doing some activities so we can pay for it all. **In 90 days a direction was set, an action plan in place, a new energy created within the company.** It wasn't a consultant's report that told them how. Engine90 built this with the leadership team, step by step. No buzz, no noise, no reports. 90 days. 90K. Budget neutral.

## WHAT GIVES US THE RIGHT

To be an Engine90 member, you have to have real experience – not just talk-the-talk. You must walk-the-walk. Our team has run major companies, built global advertising campaigns, run leading edge technology departments, owned manufacturing facilities, and managed actual rock stars. They are digital rights management (DRM) lawyers, blockchain technologists, and software developers. They also compete in marathons, cycled Mont Ventoux, collect wine, watches, and automobiles, they travel the world, know how to cook, and live on four continents.

**Engine90 is not a static consulting firm.** We assemble the expertise needed for each client. We use open source tools when possible so a client can own the work. We use client terminology rather than teaching them buzz speak. We leave behind no reports, just self created action plans built around their resources. We leave knowing they are in good hands.

## OUR VISION – THE DISCIPLINE TO NOT BE DISCIPLINED

Imagine a world where companies have a defined value to society, noteworthy revenue growth, sustainable operating efficiencies, and a legion of satisfied customers so fiercely loyal that they create your strategy for you. Now imagine this is your company.

From Apple, and Virgin, to LVMH and BMW, those who have taken the lead in defining who they are, what they do, and how they do it, are destined to not just

stay ahead of the pack, they are positioned to set the rules of engagement that others will follow. How do they do it? They have a clearly defined purpose and a seamlessly executed strategy built around that purpose.

And this is Engine90...

**In everything we do we will challenge the consulting world to be unwavering in their commitment to clearly define a purpose for their work, and to deliver it in a manner that is in the purest interests of the client.** To be clear and concise in what is delivered, collaborative in the client approach, measurable in a tangible and meaningful way, to constantly seek, explore, and utilize the most advanced resources available, and to develop a strategy for ourselves that is based on what we recommend for our own clients.

The way we specifically challenge the consulting world, and our own clients, is to design our work product in collaboration with our client leadership teams, to constantly operate in a strategically accelerated environment, be continuously regenerative in our own learning and thinking, and to act with extreme integrity with our clients, and between our fellow human beings.

We envision a world where organizations have a genuinely sound and well thought through strategy that is clearly articulated, rapidly deployed, and done so in a responsible, mutually rewarding manner. We create an organization that is deeply aligned with the goals of the leadership team.

We offer an end-to-end accelerated model that drives strategy deep within the organizational ranks. And we do it globally.

We will not tolerate up-speak, down-speak, buzzwords or jargon that have little meaning beyond making the consulting firm great.

**The Engine90 framework is a highly dynamic Platform** created to work on many levels within a company as well as within a department, or within a discipline within a company. In mathematics this is known **as a fractal**. To call it a 9Element would miss the point of the many purposes it is designed to serve. As a Platform, it is the gathering point for the work of other Partners, as well as it is the mechanism by which client companies will discover their strengths, and the actions they can take to build on those strengths.

A key tenet of Engine90 is that organizations are not problems to be solved. Rather, **organizations are created to solve problems**. This fundamental thought is counter to most management consulting thinking. Organizations, teams, and corporate structures are thought of as problems that need change. We posit the

notion that organizations are built to solve problems. It is these multiple 'fixes', over time, that has created the strategy execution gap that exists at most companies.

As such, **there is positive energy in everything we do.**

As Platform Partners, we are part of that Discovery process. Together we will take clients back to their first cause. Why was the company, organization, business unit, team, etc., built in the first place? What parts of that structure have deviated from that intention. What part of that intention changed? How do we identify such, and how do we recommend actionable solutions.

As you read this, somewhere there is a company closing its lights... for the last time. There are even more that are managing to struggle along, day-by-day, month to month, year after year. Then there are those that dare to be different, to be bold. Like Engine90.