

McCreightPartners Insights - Chapter 5 **Virtual Strategy Implementation (VSI) Methodology**



Our clients' needs have become more complex and time-sensitive as we all struggle with COVID-19 and its unprecedented challenges and opportunities. In response, [McCreightPartners](#) has developed a **virtual strategy implementation methodology** focused on implementation speed and cost-effectiveness.

Our senior professionals partner, virtually, with senior leaders in the seven sectors of the economy we understand best. As always, we are focused on delivering value 10X our fees.

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A CLIENT'S REQUEST FOR HELP

In one example, we responded to a client's request to help with a priority strategic initiative – a merger – that seemed headed for trouble.

The merger announced in the news media involved a high-profile, struggling competitor in the same city. Several initial merger

implementation meetings had ended with significant, unresolved challenges involving trust, technology, senior leaders' competence and roles, cultures, policies, practices, and economics.



OUR RESPONSE

In responding, our senior professionals, partnering with our client, conducted virtual and on-site interviews with senior leaders, advisors, and board members to quickly:

- **Understand the facts and opinions** related to performance metrics, strategy, expected performance timelines and financial, marketing, and technical talent, and initiatives
- Leverage our decades of experience to **evaluate existing strategy implementation plans** – in terms of obstacles, opportunities, implementation lessons learned, objectives, management methodology, resources, competitive threats, and partnering opportunities
- **Offer immediate guidance on next steps** likely to increase the odds for success and avoid losing time, financial resources, talent, competitive advantage, and trust
- Draw on insights from our **network of over 100 Alliance Partners**, with expertise in seven sectors of the economy and over 30 functional areas



Offering high-value guidance quickly, with expert follow-up, enabled [McCreightPartners's](#) professionals to help senior client leaders ensure a sound strategy was implemented on-time and on-budget. In this example, the merger was considered successful.

How can we help you develop a virtual strategy implementation methodology? Contact us anytime at 203.594.7300.

McCreightPartners *Insights*

McCreightPartners *Insights Chapters* are intended to be valuable to our clients as the voice of our Alliance Partners and Research & Operations Center (ROC) professionals.

We welcome your thoughts and experiences.

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