

ROUTE MAP

zingela The logo for zingela, featuring the word "zingela" in a light green, lowercase, sans-serif font. To the right of the text is a graphic element consisting of three overlapping circles in shades of green, with a white arrow pointing upwards and to the right, starting from the right side of the circles.

DIAGNOSTICS

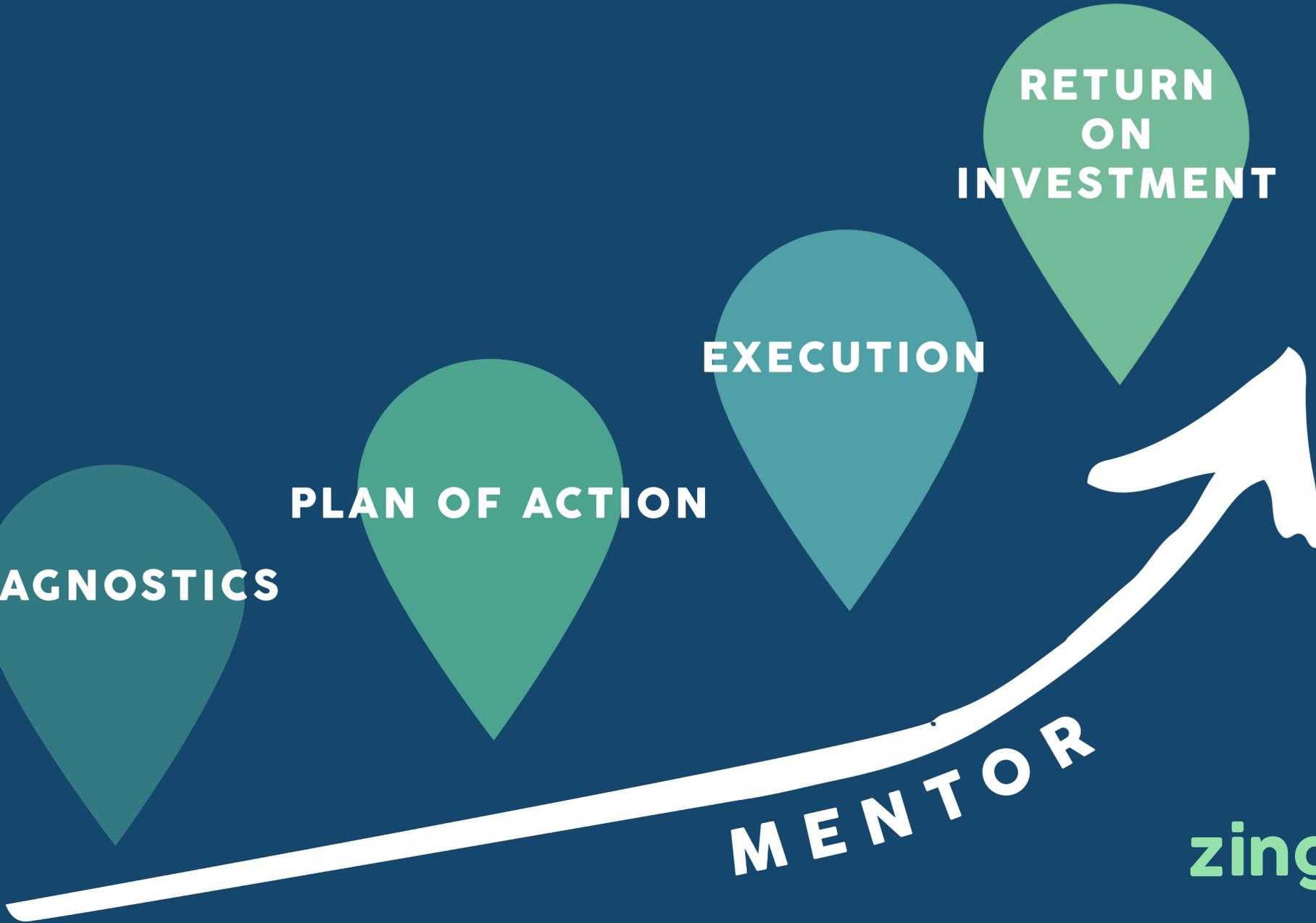
PLAN OF ACTION

EXECUTION

**RETURN
ON
INVESTMENT**

MENTOR

zingela
ROUTE MAP



DIAGNOSTICS

The first step is to build a true picture of what is happening in your business and define the business strategy and route map.

A series of diagnostic workshops will be proposed in line with the needs and scale of your business, and they may include:

- **High-Level Perspective & Strategic Planning with Leaders**
- **Gaining Team Perspective**
- **Specialist Perspective**

- **High-Level Perspective & Strategic Planning with Leaders**

After the initial conversations, we work with the leadership team to establish a clear vision, form a set of clearly defined strategic objectives and understand what organisational culture and execution is required to achieve the vision.

We will also agree what success is and how it will be measured.



- **Gaining Team Perspective**

The input from the wider team is vital to gaining commitment to the results. A workshop with select high performers who are working in the business to give their perspective on the opportunities, challenges and possible solutions also delivers:

- A common and agreed understanding of your objectives from different functions in your business.
- Understanding from employee's perspective of where you are starting from.
- The capabilities required for success (participants and the business).
- Contextual information so that the plan of action can be designed specifically to fit with your needs (initial and future).
- Secure 'buy-in' from key stakeholders.

- **Specialist Perspective**

Where required, a workshop may be required where a 'specialist' will take a deeper look at a *specific department or matter* in order to suggest possible routes forward in order to overcome the challenge or capitalise on the opportunity.

These workshops will form the foundation to our working relationship and the development of your organisation. We generate a report based on the discoveries. In discussion with our clients we then agree the approach to implementation of any initiative, to achieve their desired results and critical success factors.

PLAN OF ACTION

Following the Diagnostic Workshops, together we will have a clear understanding of what is happening in your business, your business vision, strategy and a route map with priorities to get you from where you are to where you want to be.

If you require specialist support outside your business, you will gain access to a consortium of specialists and a sounding board of experienced, well-respected professionals who have achieved success in their field – and still practicing in business. These specialists plug into your strategy – and your business – if and as required, either to carry out the work or support your existing team to get the desired outcomes.



EXECUTION

With limited resources, we're all forced to consider which efforts are value-creating – and which are wasteful. By applying lean principles and building in check-points to monitor and review progress, we help you achieve more and adapt quicker.

MENTOR

You will have a mentor or independent chairperson who stays with you throughout the process. Your mentor is an experienced business person who will help you keep perspective and focused on your key objectives. They will challenge and support you – giving you honest feedback (not just what you want to hear) and highlight any blind spots. Throughout, you retain control of business decisions and your mentor holds you accountable to do what you say you need to do to get what you want.

We regularly see sceptics of business advisory turn into the biggest advocates of change through our approach. We're here to support you make positive change in yourself, your teams and your organisation.



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