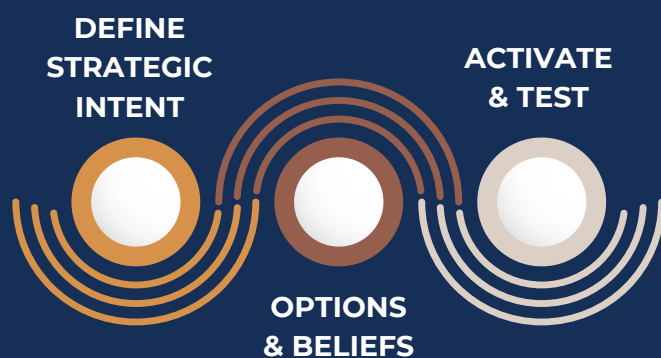


STRATEGY COACHING SERVICES

A UNIQUE APPROACH TO BUILDING STRATEGIC ACUMEN & ALIGNMENT



“ Strategy is a set of **choices** leading to **coherent actions** to achieve our **aspirations** ”

A PROVEN AND SIMPLE STRATEGY FRAMEWORK

Our unique strategy framework simplifies strategy and makes it accessible. Drawing from top strategy publications and years of experience, it guides leaders through defining aspirations, generating options, and selecting the best path forward. This adaptable approach helps leaders and teams craft effective strategies, ensuring success in both business and leadership development.



PBJ STRATEGY DIAGNOSTIC SURVEY

Diagnoses the strengths and weaknesses of your team's approach to strategy.

Team-based, online survey to articulate, communicate, and implement business strategies.



STRATEGY COACHING WORKSHOPS

Participants understand and apply a structured framework for strategy development.

Teams improve strategic thinking through coaching conversations.



TAILORED BUSINESS COACHING

Customized coaching to address specific needs and goals of your businesses and your leaders.



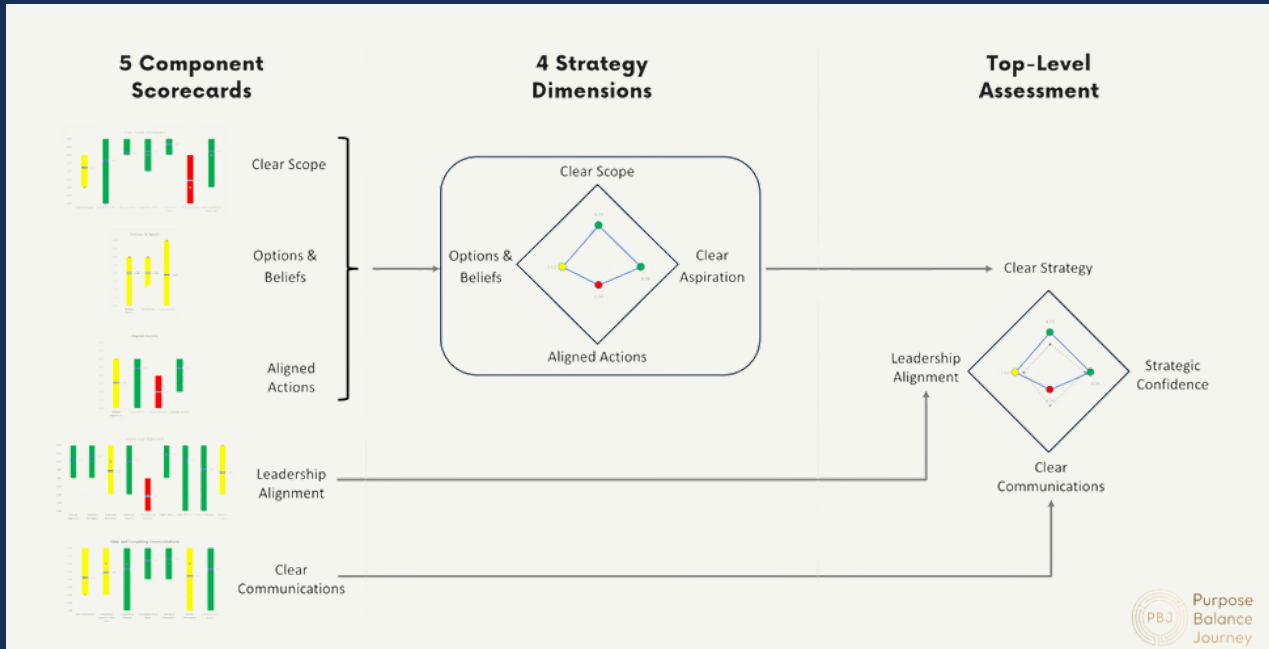
Purpose Balance Journey

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STRATEGY ASSESSMENT

Gain Critical Insights for Strategy Validation

- **Alignment and Confidence:** Discover if your team is aligned, confident, and able to articulate your strategy clearly.
- **Rapid Insights:** Quickly identify how you and your team orient towards your strategy with highlights on areas for strategic improvement.
- **Starting Point for Improvements:** An invaluable starting point for improving your strategy through data that focuses efforts for maximum impact.



COMPREHENSIVE STRATEGY ANALYSIS

- **Leadership Inclusion:** Designed for all members of a team, including team leaders.
- **Actionable Insights:** Produces clear data to guide strategic implementation and enhance team alignment.

Aggregates and analyzes individual responses to produce detailed written reports so you can understand:

- Is your **business strategy clear and understood** by every member of the team?
- Is your **leadership aligned** on the strategy?
- Is your **strategy being communicated clearly** to employees, customers, partners?
- Is your **team confident** in the strategy?