

client

UK bank

location

London, United Kingdom

further information

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services provided

- Strategy challenge
- City communication strategy

the challenge

A well trusted brand with a heritage and reputation for delivering good value products looked to forward thinking inc to provide a robust challenge to their existing strategy. They also sought the company's help to enable them to convince the investment community that their strategy was clearly differentiated, logical and likely to deliver strong returns.



project scope

- Provided an external perspective on the current strategy
- Adopting a devil's advocate position
- Challenged elements of the strategy and identified risk and incremental opportunities
- Developed the structure, logic and content for a series of external documents aimed at the investment community, focused on key messages and designed to give the market confidence in the strategy
- Designed a range of materials to communicate the strategy to key stakeholders, internally and externally

outcomes

- Greater management confidence in the robustness of the strategy
- A simple, logical distillation of the strategy communicated widely internally
- Growing levels of confidence and clarity amongst the investment community

"We have used forward thinking inc on a number of projects and they always combine strategic insight with practical business solutions. They are a good team to work with."

– Personal Customers Director