

<b>EDGE Consulting Packages - Silver: DEVELOP (Strategy Formulation &amp; Prioritization)</b>		
<b>Ideal for: Organizations ready to make strategic choices backed by data, competitive insight, and actionable strategy.</b>		
Category	What you Receive	Description & Value
<b>Goal</b>	Strategic direction that defines the right focus areas, and success metrics to guide decision-making.	Transform insights from the EVALUATE phase into a clear and actionable strategic roadmap.
<b>Duration</b>	13-14 Weeks	Extended engagement allowing for deeper analysis, prioritization, and alignment across leadership.
<b>Workshops &amp; Meetings</b>	8	Purposeful, high-impact collaboration sessions designed to foster clarity, alignment, and momentum
<b>Strategic Planning</b>	Strategic & Financial Objective Setting	Establish organizational goals, key metrics, and target outcomes that align with financial performance and growth vision.
<b>Market Analysis</b>	Various Analyses	Position business units and opportunities based on market attractiveness, competitive strength, and long-term potential.
<b>Strategic Alternatives</b>	Development of Initiatives with prioritization	Identify and evaluate potential strategies using a Quantitative Strategic Planning Matrix (QSPM) to determine optimal focus areas.
<b>Business Case</b>	ROI and Feasibility Analysis for Top Initiatives	Build concise business cases that justify resource allocation and expected impact.
<b>Roadmapping</b>	Basic Strategic Roadmap	Create a structured timeline outlining implementation priorities, sequencing, and
<b>Key Deliverable</b>	Strategic Development Playbook	Fully developed strategy with prioritized initiatives, KPIs, and an actionable roadmap.
<b>Client Experience</b>	Workshops + Meetings + Strategy Presentation	Present findings, validate priorities, and align leadership teams on next-phase execution readiness