

Projectify
Consulting &
Coaching

Company Profile

We are a consulting and coaching firm that helps the world's most ambitious change makers to define the future. We complement our tailored, integrated expertise with a vibrant ecosystem of innovators to deliver better, faster, and more enduring outcomes.



Our Vision

Our vision is to become the most valuable consulting and business coaching firm on the African continent

Our Mission

Our mission is to partner with our clients to ensure their success while putting their interest first, before our own.

Our values

We are driven by the following values:

- Empathy
- Client focus
- Relationship orientation
- Collaboration
- Transparency

Our Services



Digital Consulting

We have expertise in data science, smart automation, prototyping, digital marketing, enterprise technology and related disciplines, enabling us to take a digital-first approach to every engagement. Our expertise is complemented by an expanding ecosystem of best-of-breed partners who are inventing tomorrow's technologies today.



Business Coaching

Projectify's Business Coaching partners with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential.



Management Consulting

Projectify's management consulting allows your organization to enhance your competitiveness in the marketplace by refining your entire organisation from sales, marketing, operations, collaboration and culture

OUR SERVICES

MANAGEMENT CONSULTING

BUSINESS STRATEGY

We offer creative solutions that help companies to develop and execute winning strategies.

CORPORATE STRATEGY AND FINANCE

We integrate these five elements, paying close attention to the role that finance plays, including access to capital, risk management, building M&A capabilities and more

INNOVATION STRATEGY AND DELIVERY

We believe corporate strategy, innovation strategy, and R&D need to be explicitly connected, and in the best-run organizations they are indeed tightly linked.

PROJECT AND PROGRAMME MANAGEMENT

We believe Improved programme performance isn't just about better project selection, better project delivery, reducing operating cost or cost effectively extending asset life – it covers so much more.

BUSINESS ANALYSIS

Business Analysis is at the heart of what we do. It is the practice of enabling change in an organisational context, by defining needs and recommending solutions that deliver value to stakeholders

CHANGE MANAGEMENT

We believe It is no longer possible for a business to ignore the fact that change is an ever-increasing, constantly-challenging force in the marketplace, both locally and internationally

MARKETING STRATEGY

Our view is today companies must seamlessly integrate digital and human channels and capabilities to strengthen customer relationships continuously and meet these rising expectations

END TO END CUSTOMER JOURNEYS

Projectify's Customer Experience Transformation helps you figure out what your customers care about most, then design great customer experiences, and arm and inspire your employees to deliver them.

CUSTOMER CENTRIC GROWTH

Our five step customer growth test determines how customer centric your growth strategy is.

AGILE

Our Agile Project Management (AgilePM) is an Agile stablemate to PRINCE2 based upon a subset of the Dynamic Systems Development Method (DSDM) Agile approach

SUPPLY CHAIN

We tackle the toughest supply chain strategy challenges and have produced significant recommendations for our clients

SUPPORT FUNCTIONS

We partner with IT, Finance, Human Resources, Legal, Real Estate & Facilities Management and other functions to improve quality, speed, and cost, so that your support functions provide an advantage over the competition.

LEADERSHIP AND TALENT

We make sure that your leadership is aligned so you can execute on your strategy and get results.

CULTURE ALIGNMENT

Through a cocreation approach we align culture with strategy and evolve sustainable success

Management Consulting

Business Strategy

In an era of disruption, strategy is more important than ever. We offer creative solutions that have helped many companies across all geographies and sectors to develop and execute winning strategies.

We have been a strategy practitioner for almost a decade, and we bring unrivaled capabilities, tools, technologies, and talent to every engagement, augmented by an ecosystem of best-of-breed partners that provide specialized expertise. We'll help you mobilize for change, navigate uncertainty, and flex as needed, so you achieve sustained, profitable growth—a feat only 1 in 11 companies manages to pull off.

It's a daunting challenge: How do you move forward at speed despite enormous uncertainty? Projectify's Strategy toolkit provides the answer. Our unique "Today Forward, Future Back" approach enables you to create value now as you move toward your future vision, with the flexibility to adapt as scenarios change. We'll help you make critical choices and choreograph your transformation journey as you bring your core to full potential and build new growth engines.

CORPORATE STRATEGY AND FINANCE

A great corporate strategy combines five elements

- A bold yet realistic ambition
- A carefully considered portfolio of assets
- Smart financial choices
- A keen understanding of your “parenting advantages”
- A transformation roadmap that specifies the actions and decisions that will get you where you want to go

We integrate these five elements, paying close attention to the role that finance plays, including access to capital, risk management, building M&A capabilities and more. The result is a clear plan of action to reach your goals, with the ability to flex in response to technological disruptions, changing customer needs and other factors.

Innovation and Design Strategy

R&D has long been perceived as the holy grail of the pharmaceuticals, diagnostics, and medical devices industries, and rightly so. While improvements in processes such as distribution and customer service can create incremental value for companies, it is the "quantum leap" innovations in products and technologies that yield the huge growth and profitability improvements demanded by shareholders. And while many factors are necessary for success, the companies who best manage their innovation process tend to enjoy differential returns: Pfizer, who has invested heavily in innovation and is renowned to have one of the strongest R&D pipelines in the industry, outperformed the Dow Jones pharmaceuticals index by 48% over the period 1991 to 1997, even before the introduction of Viagra.

But the hurdle is rising for companies seeking to develop new products. Despite the adoption of new techniques like combinatorial chemistry and high through-put screening that have greatly improved the productivity of drug discovery, the average R&D investment required to bring a new drug to market has more than doubled in the past decade, rising from \$230MM to \$500MM or more. In the medical devices industry, the cost to develop just one product can exceed \$100MM. Furthermore, R&D investments are still extremely risky, with only 2-7% of all pharmaceutical innovation projects ever making it to market.

A number of factors are to blame for these spiraling innovation costs. First, the "low hanging fruit" of the health care industry has in many cases been harvested. Advances in treatment and technology have brought under control many of the better understood diseases and conditions, and companies are now focusing on indications that are increasingly complex, some of them targeting even narrower patient populations.

Innovation as Strategy: The Importance of Process

Corporate strategy, innovation strategy, and R&D need to be explicitly connected, and in the best-run organizations they are indeed tightly linked. The enormous sums invested in R&D, the lengthy time- to-market for pharmaceutical, medical devices and diagnostics products, and the high risk of development failure make it critical that innovation strategy, resource allocation, and ultimately, the activities of the R&D department are carried out with the broader corporate strategy in mind.

Managing the Innovation Process

The goal of the innovation framework presented here is to create a structured approach to the innovation process, ensuring that the most promising research projects are invested in and eventually brought to market, and that the innovation strategy is carried out in concert with the broader corporate strategy.

Programme and Project Management

Our job is to inform our individual services and ensure that we consider the bigger picture on how an individual piece of work contributes to our clients' overall business goals. As a result, our team of consultants fully understand your needs and, aligned with your business strategy, always looks to maximise return on your assets.

We believe that companies which organise their projects as programmes and employ programme management methodology are more likely to succeed.

As your delivery partner on business change programmes of every size, we help shape your change agenda and drive results. Working alongside your staff, within your team, across your organisation, we supply programme and project managers, support functions and trusted advisors to support programme governance.

Our project management consultants are highly qualified. We focus our experience into developing our consultants to focus on delivery.

We combine many years' experience with proven leading-edge methods and tools and ensure your particular environments and organisations are tackled appropriately and effectively. Confidence of outcomes is increased, risk reduced and quality guaranteed because we understand your business and work closely with you.

Inevitably, there are trade-offs and changes that need to be made across the asset portfolio which may require challenges to operating and capital cost, re-prioritisation of activities or even divesting assets and reorganising business operations. We understand the issues and provide the business level programme management function to allow these decisions to be analysed and optimised.

We work with you to prioritise and select the projects that most fit your business needs and our business case approach always considers the full asset lifecycle.

Our capability is all about protecting the asset return on investment by achieving cost and schedule targets as well as the wider performance targets such as fitness for purpose, stakeholder satisfaction and reputation enhancement. This draws on the core skill of delivery and also integrates consultancy to drive performance improvement in the way projects are delivered.

Improved programme performance isn't just about better project selection, better project delivery, reducing operating cost or cost effectively extending asset life – it covers so much more. By taking a full programme view, we work with our clients to understand where improvement opportunities lie and how these can be realised. We then create and deliver tangible action plans.

Management Consulting

Business Analysis

Business Analysis is at the heart of what we do. It is the practice of enabling change in an organisational context, by defining needs and recommending solutions that deliver value to stakeholders by performing a set of tasks and utilising analysis techniques, thus taking a disciplined approach to introducing and managing change to organisations.

Our approach is centred around recognising and understanding each client's unique business requirements and objectives. We analyse an organisation from various aspects using fit for purpose tools & techniques for gathering information from stakeholders; developing business and data models that describe their requirements; and writing specifications that provide an accurate blueprint for the designing, building and testing of proposed information solutions.

Change Management

Change intrudes into every initiative an organisation undertakes, e.g. the crafting of new strategic pathways, changing organisational design, re-engineering an organisation's value- / supply-chain, and so on.

The “change revelation”—and revolution—is the stark awareness of the critical role that an organisation's people—its lifeblood—have, in managing and leveraging on-going change, in order to drive sustainable growth and success. Simply, manpower's ability to effectively manage on-going change will determine the ultimate success, or demise, of an organisation.

Projectify is a solutions-based company which specialises in people practices and change management. We deliver authentic recommendations, strategies and roadmaps that will assist organisations with solving their core business issues and/or implementing their strategic imperatives via the optimal usage of its people, practices, as well as various processes and initiatives.

Fact: How an organisation facilitates change-transition with its employees through the use of effective people practices and efficient change management will drastically affect the overall success of any changes or initiatives the organisation chooses to implement. Simply, Change Systems fully and expertly originates, manages and drives all change processes for organisations in a way that maximises the ability to leverage its ideal future on a consistent, permanent basis.

Importantly, we have a deep and sincere passion for what we do, which is striving to ensure that your organisation succeeds in any market conditions it may need to face in order to grow sustainably, far into the future.

Management Consulting

Agile

Our Agile Project Management (AgilePM) is an Agile stablemate to PRINCE2 based upon a subset of the Dynamic Systems Development Method (DSDM) Agile approach, the longest established Agile method based on managing projects. AgilePM focuses on those elements of Agile that are specific to the Agile Project Manager whilst DSDM Atern also includes guidance on delivery techniques and solution development.

AgilePM can be used easily with the entire DSDM Atern approach, or as a project management wrapper for Scrum and other Agile methods. AgilePM is popular with organisations who are using Scrum but feel that it doesn't fully meet their needs for project management and governance – particularly if they are already using PRINCE2 or a similar gateway-based approach.

Marketing Strategy

Customer expectations, experiences, and relationships are changing dramatically for companies in almost every industry. Traditional go-to-market capabilities that once guaranteed success are now just table stakes in a rapidly evolving competition.

Today, companies must seamlessly integrate digital and human channels and capabilities to strengthen customer relationships continuously and meet these rising expectations. Providing an impeccable customer experience and personalized service 24/7 are only starting points.

As companies retool their customer engagement models, the commercial functions of marketing, sales, and pricing are all becoming radically more sophisticated. AI, software, technology stacks, and smarter data are being leveraged to identify the right price and the next best offer, and to convey branding across multiple digital and offline channels. Tech-empowered teams are anticipating needs, curating personalized messages, and delighting customers.

Increasingly, human and digital channels, touchpoints, and capabilities are blurring and converging. Commercial functions are becoming bionic. In retail, for example, online chat, digitally enhanced shop-floor assistants, and store employees posting on social media can all engage with customers in real time.

Digital technologies also offer fresh opportunities to improve operating models. The combination of low-cost data sensors, computing power and storage, AI, mobility, and robotics will allow numerous business processes to be automated within the next few years.

The greatest potential opportunities, however, lie beyond adopting new technologies or improving processes. They involve deep transformational change—such as organizational leaps from traditional transaction-based business models rooted in products and services to customer-centric business models and growth platforms.

Guiding companies through strategic change and transformation is our specialty—whether the change involves a full-scale transformation of all commercial functions, or making single-function advances in marketing, pricing, or sales.

In fact, the commercial transformation capabilities of Projectify have been ranked the deepest of all consulting firms. Our hundreds of expert practitioners help companies create customer-centric platforms for growth through advances in data-driven marketing, personalisation and customer experience, technology stacks, and organizational change:

- Significant competitive gains in data-driven marketing, personalisation, and overall customer experience are supported by our expertise in advanced analytics and digital.
- Strategic development of technology stacks is supported by BCG's Digital Marketing Accelerator (DMA), the firm's Technology & Digital practice, its Platinion IT architecture and implementation design unit, and xDNA, a cloud-based software platform solution that unites complex data, analytics, and AI.
- Organizational change is supported by Projectify the 's client learning and enablement program and Build Operate Transfer (BOT) capabilities.

We work shoulder to shoulder with leading companies that choose to embrace revolutionary opportunities to redefine the future of sales, marketing, and pricing. We help them transform their commercial strategies and achieve organic, customer-centric, double-digit growth while improving marketing and sales efficiency and effectiveness.

Management Consulting

End to end customer journeys

Today's companies know that great products are not enough. Projectify's Customer Experience Transformation helps you figure out what your customers care about most, then design great customer experiences, and arm and inspire your employees to deliver them.

Why US

- We focus on customer episodes as the building blocks of customer experience—a deeper, detailed view of what truly comprises a customer's journey—and help you identify, prioritize and reinvent those episodes.
- Our approach to customer episodes lets you work across functions to create digitally powered episodes that delight customers and are simpler, less expensive and easier to deliver.
- Your customer experience is only as good as what your organization and employees can deliver, so we treat your operating model, IT and talent capabilities as an integral part of your project.
- We work with you, not on you: Our results driven approach ensures that the changes you make endure and that you develop your own lasting ability to sustain an improve your customer experience.

Management Consulting

Leadership and Talent

If people are your most important part of your organisation it makes sense to invest in them accordingly. We work with companies in every industry to help leaders become more inspirational, managers more capable, front-line employees more responsive to customer needs and organizations better-equipped to meet a range of talent needs. We combine original research on effective leadership with best-in-class training to help everyone reach their full potential.

Much can, and has, been said about leadership, but we focus on what really counts: making sure your leadership is aligned so you can execute on your strategy and get results. We work with your senior team to define your purpose, align on a compelling view of the future and agree on the most important actions needed to get there. We help you master the skills and behaviors that correlate directly to increased growth, profitability, and total shareholder return.

We are leaders in talent design, development, and deployment. We understand what it takes for your company to attract and retain top people and help them reach their full potential. Among the capabilities that set us apart are:

- Extensive work on operating models—the bridge between your strategy and its execution—which allows us to customize a talent strategy that supports and accelerates your overall business strategy.
- A relentless focus on outcomes instead of processes, because we believe that talent must be viewed and measured in terms of return on investment.

Culture Alignment

Traditional leadership doesn't cut it anymore. Today, business success relies on exponential leadership and everything that embodies — such as openness, engagement, continuous learning, creative problem solving and a growth mindset.

With a lack of focus on culture, workplaces can spiral into an environment where there is an absence of good people management, planning fails to deliver vision, and goals and ambitions are hampered by poor communication. These four tips will help you to align culture with strategy and evolve sustainable success.

1. Make effective communication a key goal

Ineffective communication acts as a barrier to success. Without the information they need, employees cannot complete tasks, develop skills for the future, and become the engine that drives long-term business success.

Effective communication helps to unite people with a collective cause. It helps to break down cultural barriers, reduce conflict in the workplace, and create a collaboration of colleagues.

2. Align your values with your vision

Unless your values are aligned with your vision, your business strategy is almost bound to fail; like the person who wants to lose weight but insists on eating a calorie-packed three-course meal every night.

3. Brush off your mission statement

Is your mission statement gathering dust on the wall? It's time to ensure that you align culture with strategy through your mission statement. Make it a story that leaders and managers can articulate to teams. One that explains values and beliefs, and leads people to an understanding of how they contribute to the company's vision. Develop it so that it creates a vivid picture with which employees can associate and integrate, and encourage people to focus on this mission in everything they do.

4. Engage your people in success

Employee engagement is directly linked to performance, of individuals and the business. It impacts on recruitment, productivity, staff retention and profitability. Employees who are committed to the cause care about how your company is perceived, and are not simply exchanging time for money. Engaged employees form emotional attachments with the company they work for. Their work is given a higher meaning that extends beyond the working day.

Employee engagement is not optional, and, by extension, neither is the need to align culture with strategy

Supply Chain

Our supply chain expertise has tackled the toughest supply chain strategy challenges and produced significant recommendations for our clients.

Our ability to combine cutting-edge digital technologies, deep domain expertise and a rich database of industry KPIs into highly effective, customized solutions makes us the perfect partner to collaborate with on your supply chain reinvention. We not only integrate seven core capabilities, but augment that expertise with complementary skills and experience spanning change management, enterprise technology, digital transformation, and more. No matter where your company falls on the supply-chain maturity curve, Supply Chain Reinvention can help you become a leader.

We help companies in many different industries to:

- Conquer capacity constraints
- Overcome margin pressure
- Embrace the latest digital technologies
- And fully align their supply chain capabilities with their strategic ambition

Why think in terms of reinvention? Because incremental improvements are no longer enough. The journey from suppliers at one end to customers at the other has many steps, and along the way there are any number of places where mistakes, delays, unnecessary costs, inefficiency, poor communication and missed opportunities can creep in. So it's not surprising that most companies have supply chains that underperform, typically leaving 5 to 10 percentage points in potential gross margin gains and often more-unrealised.

We provide the right mix of planning, technical expertise, specialized tools and ongoing engagement to bridge the gap between strategy and design, and ensure that your supply chain reaches its full, unconstrained potential.

Management Consulting

Support Functions

Go beyond efficiency to act as effective, valued business partners. We partner with IT, Finance, Human Resources, Legal, Real Estate & Facilities Management and other functions to improve quality, speed, and cost, so that your support functions provide an advantage over the competition.

We help you quickly identify the sources of value, develop a plan of achievable initiatives, turn that plan into action and sustain the results.

We bring a full range of capabilities, including zero-based redesign, shared services, and capability sourcing, to help you achieve your goals. xDNA, our integrated digital delivery platform, provides the advanced analytics and automation expertise that will help your support functions get more value from technology.

OUR SERVICES

BUSINESS COACHING – ICF Aligned

We believe every professional needs a business coach

We run highly customised, one-on-one business coaching in a safe, certified and structured process, which follows a 10 step process:

1. Establish Service level agreements with organisation coaching panel or line manager or potential coachee
2. Conduct chemistry session to establish comfort levels between coach and coachee
3. Coachee makes the go/no-go decision to continue with the coach
4. Establish big themes for the coaching engagement based on Service level agreements
5. Conduct first organisation/coachee engagement to solidify themes and expectations
6. Explore more organisation voices to incorporate into the coaching engagement through 360-degree feedback
7. Incorporate organisation feedback into the agenda
8. Coach to the agenda
9. Three-way/four-way meeting to feedback to organisation
10. Completion and effectiveness review of the coaching engagement



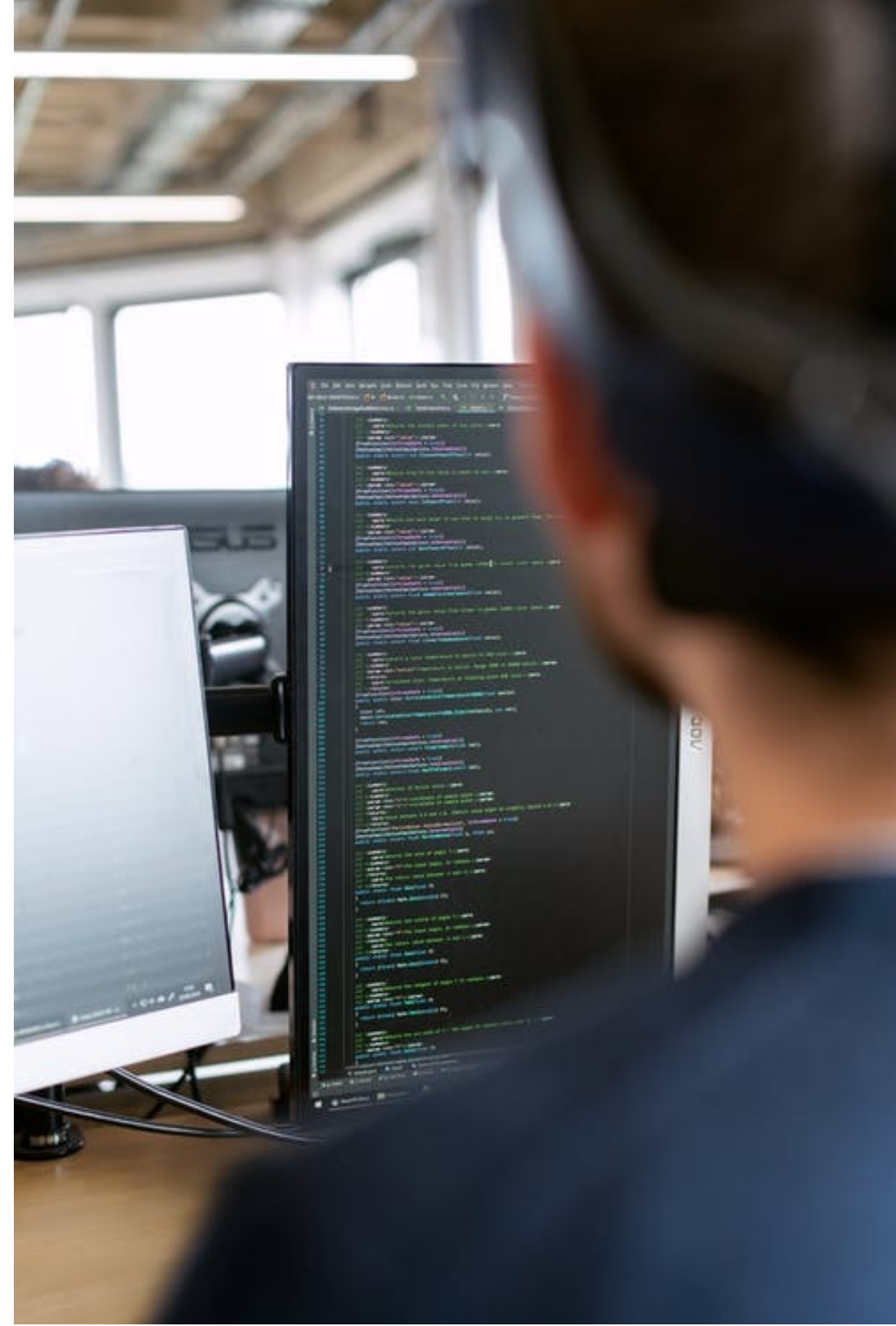
OUR SERVICES

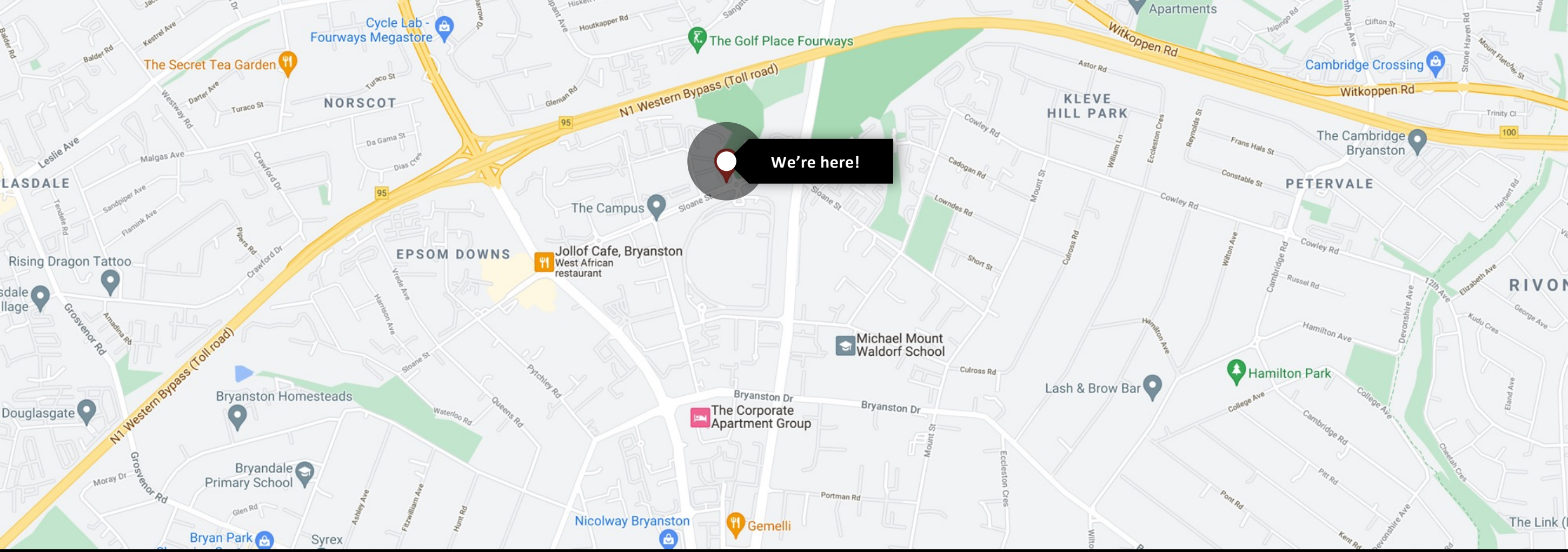
Digital Consulting

Automation. Machine learning. Data mining. Design thinking. These are no longer things that companies do, they are how companies do what they do. xDNA is a digital delivery platform that propels innovation and accelerates transformation by ensuring that the right digital capabilities are at the heart of everything you do. Now you don't have to focus on "going digital." You are digital.

We have expertise in data science, smart automation, prototyping, digital marketing, enterprise technology and related disciplines, enabling us to take a digital-first approach to every engagement. Our expertise is complemented by an expanding ecosystem of best-of-breed partners who are inventing tomorrow's technologies today.

The era of the standalone digital project is over. Today, digital powers virtually every move a company makes. Analytics informs every high-stakes decision. And emerging technologies confer a huge advantage to the companies quick enough to spot them first. xDNA brings all this together, infusing every project we work on with an integrated set of digital capabilities tailored to your strategy.





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