

Case Study

Strategy Refresh Support to a Big4 Firm



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About the Client



- The client is a Big 4 Audit and Advisory firm

Client Objectives / Goals



- Re-evaluate the future focus areas for the organisation based on possible environmental changes
- Focus was on:
 - Future predictions regarding macro-economic environment
 - Future trends and drivers
 - Competitive environment
 - Addressable market size and growth for the identified opportunities

Approach and Methodology



- Conducted extensive primary and secondary research to identify the focus areas. These included:
 - Service Line Meetings: Consulted with partners at the client's firm to understand where they saw growth opportunities, while identifying leap-frog ideas impacting their future; also identified competitors, with their strengths and weaknesses
 - Meeting with End-Customers: Consulted the industry leaders to understand changes in their respective sectors, and how they foresaw policy changes affecting their sectors
 - Interview with Experts – Economists: Understood the key industry trends and opportunities; assessed broader macro issues and their impact on professional services
 - Survey (100 Respondents): Identified growth drivers and challenges faced by competitors, as well as future focus areas
 - Secondary Research: Identified opportunities, threats, enablers and disruptors through secondary research and from databases such as Bloomberg, One Source, Factiva, Factset and Thomson Reuters

Results / Value-add



In discussion with their Board, International Leadership Group, CEO as well as Senior Partners, the client **used the findings to identify strategic focus areas** across service lines for the next five years