



Corporate Strategy





Company Profile



Who we are

60 YEARS

WHOLISTIC

DATA DRIVEN

PROVEN

ACTIONABLE

CONSULTING

DEPLOYMENT

ENABLEMENT

Growth+ Consulting is a premium boutique consulting, fast-paced, and presents a distinctive proposition. With a robust 60-year of cumulative experience, we empower clients through wholistic end-to-end business strategic consulting, deployment, and team-enablement. This approach amplifies the impact of our offerings across domains, which acts as a flywheel, where each stage amplifies the impact of that which precedes it.

Most organizations struggle with growth due to lack of a sales practice that scales performance, operational leakage where most of the top line is spent in sub-optimal operation, and strategies that drown in daily whirlwinds of execution. We deliver results by aligning Strategy, Operations, and Revenue Operations, and by follow through of strategy with deployment and team enablement. This Rubik's Cube is our formula ensuring our customers get Consulting that delivers.

We offer enduring architectural frameworks on proven methods that will drive your growth, efficiency and differentiation. We bring world-class, professional-grade excellence to organizations entering their next chapter of growth — whether scaling fast or transforming a legacy. We combine global best practices with deep regional insight to deliver results.

Accelerate transformational growth through an integral flywheel of verified strategy, advisory and enablement.

MISSION

Forge a future where organizations of every scale are empowered to leverage an integrated flywheel of strategy, advisory, and enablement to bend their curve and lead their markets.

VISION



Growth-focused Architecture. Disciplined Execution.

In today's rapidly evolving business landscape, pursuit of growth often leads to complexity that exposes weaknesses in alignment, priorities, clarity, execution, governance, and economics. Most organizations don't need more ideas; they need a disciplined architecture that transforms ambition to measurable outcomes.

Our consulting offerings help organizations of all scales create systems that make strategy executable, initiatives governable, and growth profitable. Only 10% of organizations successfully execute their strategy, and 67% fail due to poor execution. This is the gap we bridge.

Our services offer a clear strategic direction, disciplined trade-offs, structured execution architecture, defined ownership, and a governance cadence that prevents initiative drift. We embed delivery capabilities, ensuring intentional operation rather than reactive challenges. Working with us, you will align your leadership around clear ambition.

Are we focused on the right battles

CEO

Many initiatives, not enough focus

COO

How do we leverage AI to disrupt

CSO

We need enterprise wide standard

COO

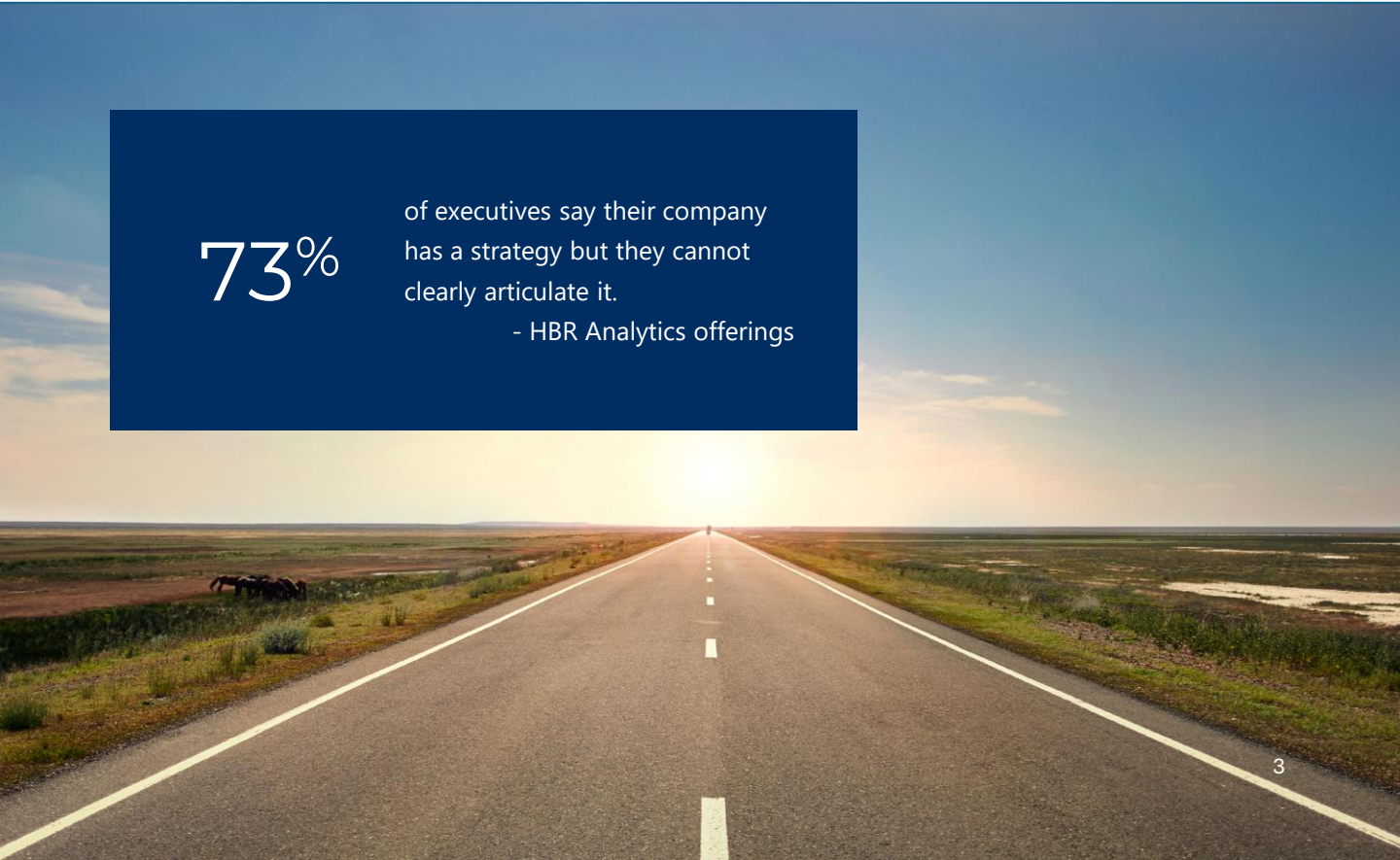
We need institutional discipline

Investor

Why isn't your strategy improving performance?



73% of executives say their company has a strategy but they cannot clearly articulate it.
- HBR Analytics offerings





Crafting your Corporate Strategy

Clear and actionable corporate strategy is sought after, yet uncommon. Our Strategic Foundation offering is designed for growing companies navigating complexity, drift, or pivotal moments. We empower your leadership to align around and committing to 3–5 corporate priorities, we ensure focused capital allocation and execution, through a series of workshops, rigorous analysis, and AI-enabled insights, we transform your strategy into a concrete roadmap

This process delivers clarity, alignment, and renewed strategic confidence, enabling your organization to transition from scattered ambition to disciplined direction that is anchored in disciplined trade-offs, ensuring structured execution with defined ownership and governance cadence. This drives revenue growth, enhances margin quality and bolsters leadership confidence through visibility and control.



Define Strategic Foundation	→	Companies with strong strategic alignment grow revenue 2x faster and are 72% more profitable than peers ¹ .
Translate Strategy to Execution	→	67% of strategies fail due to poor alignment and unclear priorities not poor ideas ² .
Establish PMO Setup & Pilot	→	Organizations with high project management maturity waste 28x less money than low maturity competitors ³ .
Optimize Business Model	→	A 1% improvement in pricing can increase operating profits by 11% ⁴ .
Accelerate Disruption with AI	→	84% of C-suite executives believe they must leverage AI to grow, yet 76% struggle to scale it ⁵ .
Support Execution	→	70% of Transformation efforts fail to achieve intended outcomes due to execution breakdowns ⁶ .

OFFERINGS



Strategic Foundation



Business Model Diagnostics & Optimization



Strategy to Execution Operating Plan



AI Transformation Strategy



PMO Setup and Pilot



Execution Support and Acceleration

Service Lines



Consulting



Deployment



Building your Strategic Foundation

73% *Of executives say their company has a strategy but they cannot articulate it⁷.*

72% *Companies with strong strategic alignment are 72% more profitable⁸.*

We offer this bespoke engagement for enterprises facing complexity, drift, or pivotal transitions. Our approach aligns leadership with a precise timed ambition, refines market positioning, and delineates clear trade-offs. We focus on transforming strategy into a concrete roadmap to foster clarity, alignment, and strategic confidence, converting fragmented ambitions into a disciplined direction. This practice is led by a seasoned strategy consultant and General Manager with extensive experience across SMEs and scale-ups, emphasizes disciplined trade-offs and measurable outcomes over aspirational statements.

WE ADDRESS CHALLENGES

- ▶ Strategic drift after growth or market shifts.
- ▶ Too many initiatives without prioritization and execution discipline.
- ▶ Leadership misalignment on direction and trade-offs.
- ▶ Weak articulation of positioning versus competitors.
- ▶ Reactive decision-making driven by urgency rather than intent.
- ▶ Difficulty explaining strategy clearly to investors, employees or senior hires.

WE DELIVER RESULTS

- ▶ Strategic Diagnostic of internal performance and market positioning review.
- ▶ Vision & Ambition 3–5 year direction setting.
- ▶ Sharpening positioning: who we serve, where we compete, why we win,
- ▶ Define Priorities Horizons, Identify and Articulating Core Trade-Off
- ▶ Translate strategy to measurable initiatives.
- ▶ Strategy map development and narrative articulation.

Need a sharp strategy articulation

Founder CRO

Many initiatives, not enough traction

Our positioning is unclear

CCO COO

We need institutional discipline





Strategy to Execution Operating Plan

8%

Only 8% of leaders excel at both strategy and execution⁹.

67%

Of strategies fail due to poor execution, not poor ideas¹⁰.

This serves as a bridge between strategic intent and operational reality, transforming enterprise priorities into a series of sequenced initiatives with clearly defined ownership, decision rights, KPIs, governance architecture, rhythms, and capital allocation strategies. Leveraging structured design and selective AI-enabled tracking and synthesis, we provide unparalleled visibility across the initiative portfolio, allowing for the early identification and mitigation of execution risks. This approach fosters institutional discipline, ensuring clear accountability, measurable progress, and sustained momentum that elevates strategy.

WE ADDRESS CHALLENGES

- ▶ Too many initiatives launched without sequencing discipline.
- ▶ Lack of clear ownership, accountability and decision flow.
- ▶ Strategy execution dependent on founder intent and energy.
- ▶ Budget misaligned to strategic priorities.
- ▶ Initiative fatigue and cross-functional friction.
- ▶ Weak milestone tracking and unclear success metrics.

WE DELIVER RESULTS

- ▶ Translate strategic priorities into initiatives and programs.
- ▶ Prioritize and sequence initiatives based on impact and capacity.
- ▶ Define ownership, RACI, and accountability framework.
- ▶ Establish measurable success metrics, Design governance structure and rigor.
- ▶ Develop integrated timeline with dependencies.
- ▶ Align budgeting and resourcing to strategic priorities.

Our strategy isn't translating to measurable progress & outcomes.

CEO

COO

Initiatives compete for attention

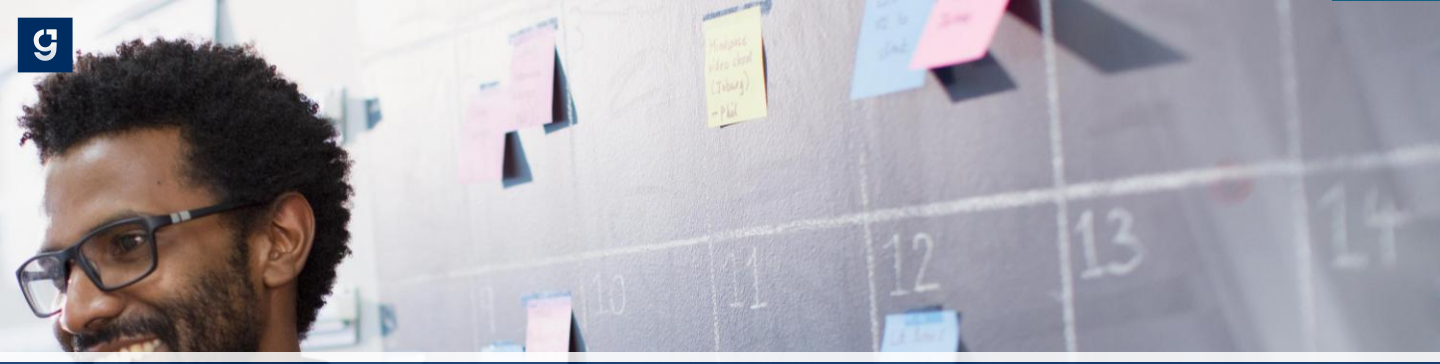
I need visibility and tracking

CSO

Board Member

Our Priorities shift too often





Project Management Office Setup

28x Organizations with high PMO maturity waste 28 times less money¹¹.

35% of projects complete successfully across organizations globally¹².

We deliver a robust, end-to-end framework designed to seamlessly align your enterprise’s strategy with execution. We establish a clear PMO mandate, governance model, defined roles, streamlined processes, and performance metrics, then validate these elements through live pilots embedded in active strategic initiatives. Leveraging practical design principles alongside selective AI-powered reporting and risk monitoring, we drive enhanced transparency and proactive risk management without unnecessary complexity. The result is disciplined execution, heightened executive visibility, and operational excellence.

WE ADDRESS CHALLENGES

- ▶ Inconsistent project outcomes across departments
- ▶ Unclear project intake and prioritization, tracking and reporting
- ▶ Weak cross-functional coordination
- ▶ Delayed or over-budget strategic initiatives
- ▶ Non-standard risk management discipline
- ▶ Dependency on individual project champions

WE DELIVER RESULTS

- ▶ Define PMO Purpose & Charter (strategic, tactical, hybrid)
- ▶ Design Governance Framework (intake, approval, prioritization)
- ▶ Develop PMO Operating Model (structure, reporting lines, RACI)
- ▶ Create Tooling, Templates, KPIs and Leading Indicators
- ▶ Pilot PMO, train project leads and monitor performance and refine processes
- ▶ Deliver Handover & Scale Roadmap for enterprise deployment



Projects have unclear ownership

COO

CFO

We need enterprise-wide standards

We need early warning signals

CSO

Sales Ops

We can't afford inconsistency



Business Model Diagnostics & Optimization

11% A 1% improvement in pricing can increase operating profit by 11%¹³.

7% Companies actively manage pricing out-perform by 2 to 7% in margin improvement¹⁴

We diagnose the business model to identify value gaps affecting profitability by analyzing revenue, pricing, customer economics, portfolio, and costs. Using advanced data analytics and AI, we detect hidden revenue losses and validate monetization strategies. We then present one or two optimized business model options with clear impact forecasts and practical action plans. Our approach combines strategic insight with operational expertise, ensuring feasible, financially grounded recommendations to improve monetization, pricing, and overall profitability.

WE ADDRESS CHALLENGES

- ▶ Revenue growth masking margin erosion.
- ▶ Complex product portfolios with unclear profitability.
- ▶ Serving low-value customers that consume disproportionate resources.
- ▶ Poor visibility into customer or segment economics.
- ▶ Challenged monetization and pricing architecture.
- ▶ Scaling inefficiencies due to structure and misalignments.

WE DELIVER RESULTS

- ▶ End-to-end business model diagnostic involving revenue streams & cost structure.
- ▶ Revenue leakage assessment and Portfolio profitability analysis.
- ▶ Review segment-level unit economics and Identify of structural growth constraints.
- ▶ Pricing logic and monetization architecture evaluation.
- ▶ Develop optimized business model scenario.
- ▶ Clear implementation roadmap.

Profitability doesn't reflect effort

CEO

CEO

Margins are inconsistent

Portfolio complexity is rising

CSO

Investor

We need sharper economics



AI Transformation Strategy

84% of C-Suite executives believe they must leverage AI to achieve growth¹⁵.

75% of executives report they struggle with how to scale AI across the business¹⁵.

AI transformation is a key shift in business strategy, people and culture, which is where we focus to drive sustained value. We audit your value chain, industry and trends to pinpoint and prioritize impactful use cases, build robust frameworks, redesign operations, reengage customers and employees and innovate the product and customer experience with AI. We structure your Center of Excellence to ensure sustained disruption and innovation with broad enterprise impact, responsible and ethical AI, bridging pilots to production with clear ROI. Our strategy tackles scale, strategic alignment, ethical governance, enabling leaders to confidently leverage AI for disruption, transformation and accelerating growth.

WE ADDRESS CHALLENGES

- ▶ Unable to deliver real world disruption and Impact.

- ▶ Unclear ROI or impact to business value.

- ▶ Lack of structured change management negatively impact AI adoption.

- ▶ Could we be exposing the company to legal, ethical, and security risks due to a lack of "Responsible AI" guardrails.

- ▶ Where do we start pilots and how do we transform them into real time execution.

WE DELIVER RESULTS

- ▶ Audit your value chain to identify impactful and industry cutting edge AI use cases.

- ▶ Prioritize GenAI and Agentic AI use cases based on ROI and time-to-value.

- ▶ Design your AI Center of Excellence for governance and sustained innovation.

- ▶ Design Adoption Plan to drive human adoption and augment your workforce.

- ▶ Advise on strict ethical, privacy, and security frameworks to drive institutional trust.

How can AI disrupt & accelerate growth

CEO

COO

How to integrate agents into our flow

How to operationalize AI?

CIO

CHRO

How do we transform the culture

¹ Accenture, AI Built to Scale report.



Execution Support & Delivery Acceleration

70% Of transformation efforts fail to achieve their intended outcomes largely due to execution breakdowns and lack of sustained momentum¹.

Execution Support & Delivery Acceleration integrates seasoned leadership directly into your most strategic initiatives. In environments constrained by capacity or elevated transformation risks, we actively orchestrate cadence, eliminate impediments, realign executive stakeholders, and drive end-to-end delivery.

Operating within your execution rhythm—not as external advisors—we manage milestones, escalate risks, reprioritize dynamically, and mentor leadership until momentum and sustainable execution discipline are firmly established.

WE ADDRESS CHALLENGES

- ▶ Strategic initiatives delayed mid-way
- ▶ Leadership bandwidth stretched too thin
- ▶ Execution dependent on founder pressure
- ▶ Decision paralysis slowing progress
- ▶ Initiative fatigue and loss of momentum

WE DELIVER RESULTS

- ▶ Embed as Interim Execution Lead or Delivery Coach.
- ▶ Install weekly execution cadence and milestone reviews.
- ▶ Conduct performance diagnostics for people, process and tech bottlenecks.
- ▶ Align stakeholders and clarify accountability.
- ▶ Re-sequence initiatives based on realities and develop execution playbooks
- ▶ Coach leaders on sustainable execution discipline and transition back ownership.



^{1,8,9} Strategy&
^{2,10} Brightline / PMI
^{3,11} PMI / Standish Group

⁴ Harvard Business Review
⁵ Gartner
^{6,14} McKinsey & Company

^{7,13} HBR Analytics offerings
¹² Standish Group
¹⁵ Accenture

Our differentiated value

PRAGMATIC & ACTIONABLE

We deliver impact based on data driven, proven frameworks and actionable insight.

Unlike Typical consulting delivering 100-page decks, charge, and leave.

PROVEN FRAMEWORKS

We deploy proven best practice and end to end expertise to frame, craft and advise your growth.

Unlike Individual Experts who use check-box approaches.

SUSTAINABLE IMPACT

We bend the curve on multiple horizons specific-to-your business to deliver sustainable impact.

Unlike other agencies who provide generic awe that fades with time.

We help you craft your strategy, commercial execution and operations at all organization levels. We will follow through with a flywheel of consulting, deployment and enablement.

SERVICE LINES

- Consulting
- Deployment
- Enablement

CAPABILITIES

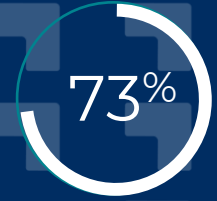
- Corporate Strategy
- Commercial Growth
- Operations Excellence



Our Capabilities

CORPORATE STRATEGY

Strategic Foundation	Business Model Diagnostics & Optimization
Strategy to Execution Operating Plan	AI Transformation Strategy
PMO Setup and Pilot	Execution Support and Acceleration



Of executives say their company has a strategy but they cannot articulate it (HBR)

COMMERCIAL GROWTH

RevOps Audit and Diagnostics	Sales Governance
GTM Strategy and Value Engineering	Revenue Transformation Office Deployment
Building your Revenue Engine	Revenue Operations for Sales Leaders
RevOps Transformation with AI	



Companies with aligned sales and marketing see 32% higher revenue growth (Forrester)

OPERATIONS EXCELLENCE

Procurement Reinvention	Operations & Logistics Transformation with AI
Lean Supply Chain Optimization	Cost Saving as a Service
Waste-to-Worth Sustainability Journey	Purchasing Leaders Academy
Operations Governance	Supply Chain Leadership Program



of companies reported missing their cost reduction targets (Deloitte)

**Let's discuss.
Looking forward.**



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