



Make the best of your STRATEGY



Strategy is a company's game plan for winning. It maps out ways to outperform the competition, gain customers and increase long-term shareholder value. Effective strategy inspires and informs the actions of the executive team, and mobilizes employees.

As MCT, we help you to find new sources of profitable growth, reposition your businesses for the future and sharpen your competitive advantage in the marketplace.

We enable you to:

- Develop strategies that create corporate alignment and competitive advantage
- Develop practical strategies to directly support your organization's vision and objectives
- Align your organization with your strategic agenda
- Develop strategic plans that are executable within the organization's constraints
- Innovate with new ways to do business

Some of our enablers include:

- Corporate strategy development and alignment
- Growth strategy development
- Executive coaching
- Corporate governance
- "Go Beyond" meetings
- Strategic event design & implementation
- International Executive Programs
- Community Platforms: European Leaders Forum

Main industries we work with:

- Banking
- Pharma
- Telecom
- Energy
- FMCG
- Automotiv
- Media



Our tools and methodologies

When teams are engaged by ideas and empowered with different tools, they amaze colleagues with their ability to achieve goals. Our methodologies give your people hands-on experience winning as a team with innovative business solutions and exciting learning experiences from thought leader partners such as Denison, PDI and Insights.

We enhance our solutions with customization, measurement, and implementation services that include:

- Front-end needs analysis
- Assessments
- Field visits, focus groups
- "Go Beyond" Meetings
- Search conferences
- 360 degree feedback
- Train-the-trainer sessions
- On-site facilitation
- Competency analysis
- In company trainings
- Workshops
- Simulations
- Keynotes