

strategy&

*PwC's
Strategy&*

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An introduction



Practical strategists

We are a global team of practical strategists, committed to helping you seize essential advantage by working alongside you to solve your toughest problems, and capture your greatest opportunities.

This means helping you undertake complicated, risky change. Our heritage of working on clients' toughest problems, combined with the breadth and depth of the PwC network, means that we deliver speed, certainty, and impact.



We are part of the PwC network of firms with more than 223,000 people committed to delivering quality in assurance, tax, and advisory services.



We are located in 157 countries around the globe.



strategy+business (s+b) magazine is PwC Strategy& LLC's award-winning publication; its website was named one of the Top 25 Websites for CEOs by *Forbes*. Its readership spans more than 1,000,000 engaged business leaders from around the world.

Who we are

Strategy& was formed on March 31, 2014, when Booz & Company combined with PwC to create a new kind of consulting business. Together, we're reinventing strategy consulting as the world's leading Strategy-through-Execution firm. We offer clients everything they need, all under one roof: deep strategy consulting expertise, a proven track record of execution and delivery, and unrivalled global scale and experience.

Strategy& brings together the best strategy and execution talent from across the PwC network, building on the proud heritage of both organizations.

Strategy& carries forward the century-strong legacy of Booz & Company. The namesake of the oldest continually existing strategy consultancy in the world, Edwin Booz actually established the entire management consulting profession in 1914. Our consultants have always been celebrated as practical strategists — making us ideally suited for delivering Strategy-through-Execution as part of PwC.

PwC has been helping clients solve their toughest problems and capitalize on their greatest opportunities since 1849. That's when Samuel Price first began his business in London, followed by William Cooper in 1854. For more than 150 years PwC and its predecessor firms have built lasting relationships, with clients that deliver exceptional value. That's why we were so quick to spot the emerging need for Strategy-through-Execution services and find a way to deliver this to our clients.

On these storied foundations, we've built a distinct and powerful strategy house within the global PwC network. Our story for the next century? Delivering exactly what clients need to transform their future and drive lasting growth.

*We are
reinventing
strategy
consulting as
the world's
leading Strategy-
through-
Execution firm*

Value proposition

Who we are

Practical strategists

Our people are committed to our clients' success, focused on helping you achieve essential advantage.

Collaborative by nature

We are collaborative, yet we challenge conventional assumptions and raise the big questions that need answers.

Sleeves rolled up

We tell it like it is, bold and unafraid.

Committed to our clients' success

By doing that, we work with you to develop the practical strategies you need.

We care about your organization and your success. We help you tackle your toughest challenges. We measure ourselves by our clients' success and particularly by the impact you achieve in the market.

As part of the PwC network, we are members of a global team recognized for its professionalism and trust.

What we believe

A few differentiating capabilities drive identity and success

Foresight is essential to building strategies that last

Value is delivered by smart strategies, well executed

A few differentiating capabilities define who you are and how you add value.

Winning companies build on their strengths and identify the few key capabilities they need to develop in order to win in their chosen markets.

Foresight about how your markets are developing is essential to make long-term choices and transform big ideas into plans that achieve real results.

Value for you is delivered by smart strategies, well executed. Our approach is founded on these beliefs.

What we do

Help clients identify and build the capabilities essential to their advantage

Develop strategies based on those capabilities

Bring leading industry and functional insights

We help you build a capabilities system that's right for you, that builds on what you already do well and that delivers competitive advantage.

We don't just bring insight. We also offer industry-leading foresight and methodologies to get you the value you need and prepare you for a world that will be different from today's.

Being part of the PwC network means we bring additional experience, trusted relationships, and a reputation for quality and independence. So we can go beyond ideas, delivering a broad range of technical and functional skills to solve your challenges, anywhere in the world.

You get the right expertise at the right time. As a result, you get the value you are looking for: better insight, practical solutions, greater benefits, and a better return on investment.

Major platforms

The world is moving faster than ever. Digitization, increased globalization, and resource scarcity are just some of the mega-trends impacting all industries. Our platforms enable companies to seize essential advantage amid this evolving landscape.

Capabilities-Driven Strategy and Growth

A differentiated approach to strategy that is rooted in the belief that a few distinctive capabilities drive a company's identity and success.

Fit for Growth*

A Strategy& trademarked and integrated way to unlock clients' potential, build up capabilities, and generate sustainable growth by focusing on three elements: priority setting, optimizing costs, and reorganizing for growth.

Digital

Creating integrated end-to-end digital solutions around innovation, user experience, analytics, and optimization, from strategy to execution.

Deals

A unified go-to-market approach marked by enhanced client solutions across the Deals continuum — from strategy to execution.

* *Fit for Growth* is a registered service mark of PwC Strategy& LLC in the United States.

Key publications



The Essential Advantage
(Harvard Business Review Press),
by Paul Leinwand and
Cesare Mainardi



The Capabilities Premium in M&A
(strategy+business),
by Gerald Adolph,
Cesare Mainardi, and J. Neely



The New Supercompetitors
(strategy+business),
by Thomas N. Hubbard,
Paul Leinwand, and
Cesare Mainardi



Is Your Company Fit for Growth?
(strategy+business),
by Deniz Caglar,
Jaya Pandrangi, and
John Plansky



Creating an Organic Growth Machine
(Harvard Business Review),
by Ken Favaro, David Meer,
and Samrat Sharma



How Ready Are You for Growth?
(strategy+business),
by Ashok Divakaran
and Vinay Couto



The \$112 Billion CEO Succession Problem
(strategy+business),
by Ken Favaro,
Per-Ola Karlsson, and
Gary L. Neilson



10 Principles of Leading Change Management
(strategy+business),
by DeAnne Aguirre and
Micah Alpern



The Critical Few
(strategy+business),
by Jon Katzenbach,
Rutger von Post, and
James Thomas

Strategy& is a global team of practical strategists committed to helping you seize essential advantage.

We do that by working alongside you to solve your toughest problems and helping you capture your greatest opportunities. These are complex and high-stakes undertakings — often game-changing transformations. We bring 100 years of strategy consulting experience and the unrivaled industry and functional capabilities of the PwC

network to the task. Whether you're charting your corporate strategy, transforming a function or business unit, or building critical capabilities, we'll help you create the value you're looking for with speed, confidence, and impact.

We are part of the PwC network of firms in 157 countries with more than 223,000 people committed to delivering quality in assurance, tax, and advisory services. Tell us what matters to you and find out more by visiting us at strategyand.pwc.com.

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